ELMON ROPER AND ASSOCIATES

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Volume

## A STUDY OF

COLLEGE STUDENTS' CIGARETTE SMOKING

HABITS AND ATTITUDES

MAY 1956

#### A STUDY OF

# COLLEGE STUDENTS! CIGARETTE SMOKING HABITS! AND ATTITUDES

VOLUME II

Prepared for

PHILIP MORRIS, INC.

Mary 1956

Copy No. 25

ELMO ROPER AND ASSOCIATES

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Compared to a couple of years ago, would you say cigarette	3b. What was the last brand of oigarettes you smoked regularly
smoking among college students has increased, decreased, or	Camel15-
stayed about the same?	Cavalier
Increased10-1 Same3	Chesterfield (R) Chesterfield (K)
Decreased 2 Don't know 4.	Herbert Tareyton (R) Herbert Tareyton (K)
2a. Do you now ever smoke cigarettes (as much as a pack a week)?	Herbert Tareyton (F)
The first than the second of t	Kent:
Yes	. Kool (K)
No. 24Ask b)	Koel (K)
And the second of the second o	, Lucky Strike
b. Did you used to smoke digarettes (as much as a pack a week)?	Mariboro
-	Old Gold (R)
Yes 11–3 (Skip to 3)	Old Gold (K) Old Gold (F)
	Pall Mall
c. How does it happen that you don't smoke-in other words,	Parliament:
what do you have against smoking cigarettes?	Philip Morris (R) Philip Morris (K)
<u> </u>	Raleigh (R) Raleigh (K):
	Regent (R)
12-	Regent (K)
	Spud
(Skip:	Viceroy Winston
\	Other regular:
13-	Other king Other filter
<u>}</u> :	Roll your own No regular Brand Don't know
3a. How long ago did you stop smoking cigarettes (so much)?	c. Why did you stop smoking cigarettes (so much)?
Less than year ago14-1	<u> </u>
	18-
1 up to 2 years ago2	(† (Ski
2 up. to 4 years ago:	∑10.35
4 or more years ago	19-
Don't know	Don't know 19-Y
	4. How old were you when you started to smoke cigarettes?
	Under 13 20
	13 or 14
	15(or-16)
	17' or 18'
	19 or 20
i i	21. or over

52. Started on	6a. Now smoke	<u>7a.</u> Used to smoke	Smoke for change	9a. Tried in last 6 mos.	Likes adver- tising	Dislikes adver- tising
0n					36-1	39-1
Camel (R)21-1	24-1	27-1	30–1	3=1	2	2
Cavalier (K)	<u> </u>					,
Chesterfield (R)3		3	3	3 4	3	3
Chesterfield (K)		<b>4</b>	4	4	<b>)</b> .	1'
Herbert Tareyton (R)5		5	5	5	- )	):
Herbert: Tareyton (K):6		6	6	6	5	5
Herbert: Tareyton (F):7	- + fa.	7		7	,	I.
Kent: (F)	8	8	8	8	8	8
Kool (R)9		9	9	9	} و	
Kool (K)0		0	0	0	· }.	
L & M (F-R) X		X	X	x	x	x}
L & M (F-K)Y		Y	Y	Y	~ }	
Lucky Strike (R)22-1		28-1	31-1	34-1	37-1	40-1
Mariboro (F)		2	2	2	2	2
Old Gold (R)		3	3	3	1	1.
Old Gold (K)		4	4	4.	3 i	3/
Old Gold (F)	_	5	5	5	)	):
Pall Mall (K): 6		6	6	6	6:	6
Parliamenti (F)7			7			7
		8	8:	8!	1.	Y
Philip Morris (R)		9	9	9:	8	8
Philip Morris (K)9		0	9	01	1.	1
Raleigh (R): 0		o	X	X	o}	0
Raleigh (K)				35-1	,	
Regent (R)23-1		29-1 2	32-1	35-1	38∸1	41-1
Regent (K)		3	3!	3	).	
Regent (F)					ا اه	<b>4</b>
Spud (R)4		4	4	4!	4!	
Viceroy (F)5		5:	5:	5	5	5
Winston (F)	6	6	6:	6	6	6
Other (F)		7	7·		7·	<b>7</b> ·
Other (K)		8	8	8	8	8
Other (IR)	9:9	9	9	9	9	9
Roll your own:0	}	}		XXXX (Skip	XXXX	XXXX
None: or don't know X	<∫ to:6):	o:1103X∫ +i	X:	X to 103	<b>x</b>	X (Skip to 12)
5b. How did you happen to start	t smoking (first brand	l—5a):?				42+-
					Don't kn	43+ row 43-Y
c. Who (else) did you know	sither familie	ntances	oked (firet hand	-5a) when you		
with (else) did you know		intances—who, smo			ale relative .	6
	Mother.		2	Roommate		7
	Brother .		3	Male frier		8
				T + /		-
		ale relative		Female fr No one el		9

10
$\overline{\Box}$
1
<b>₹</b>
C)
70
6
00

6a. What brand of cigarettes do you now smoke most often?  (RECORD AT LEFT IN COLUMN 6a)	11a: Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? (RECORD AT LEFT IN COL-
b. How long have you been smoking (present brand—6a) most often?	UMN 110)
Less than 3 months45-1 2 up to 3 years5	b. What don't you like about the advertising?
3-6 months2: 3 up to 4 years6	
6-12 months 3 4 years or more 7	51-
1 up to 2 years4 Don't know8	225 July 2007
7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? (RECORD AT LEFT IN	52-
COLUMN 7a)	The second secon
b. (IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a) How did you happen to leave (old brand—7a) and change to (present brand—6a)?	Don't know52-Y
Asset to Maria	12a. About: how many, cigarettes a day do you usually smoke?
र्जिक कर्यों को नेम में रहिते कर्यों के नेम के में बेटरें में एक महिता है के सामक है। में किस रहिता है हैं है जिसके हैं के जिस में कि किस में में किस में किस में किस में किस में किस में में में में में में किस में किस मे	6 or less53-1 36-4553-5i
	7-15 2 46-55 6
ारे देशकानुस्त्राच्याच्याच्याच्याका । प्रकारी क्षेत्रमा । विकास	16-25 3 56 or more 7
The opporate to those with month and the opporation to the same of	26-354 Don't know8
	b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?
	Тор: many 53–9
	All right0
Don't know47-Y	Don't know X
Father 48-1 Other female relative 6 Mother 2 Roommate 7	IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 26.
Brother	FILTER: TIPS
Sister4 Female friend9	13. Why do you smoke filter tips rather than non-filter tip.
Other male relative 5 No one else 0  Don't know X	cigarettes?
8. Is there any other brand that you smoke fairly often just for a change from your regular brand? (REGORD: ATI LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY).	10-
96. During the past six months, have you tried any different	11-
brands from the ones you normally smoke? By "tried!" we mean you smoked at least a pack of them. (Iff "yes"). What	Denit know11-Y
was the last brand you tried at least a pank of?; (RECORD, ATI LEFT IN COLUMN 96).	14b. Are there any times or dircumstances when you like to smoke a non-filter digarette?
b. Why didn't you change permanently to (brand tried last-9a)?	Yes
	No2 (5kip to 15)
49	Don't know3)
50	b, Under what circumstances do you like to smoke them?
	13-
Don't: know50-Y	•
10. If you were to select a brand of agarettes based purely on its	14-
advertising and nothing else, which brand would you select?1 [RECORD: AT LEFT! IN COLUMN 10]]	
The state of the s	Don't know14-Y

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	)	
	)	
-	è	
	J	
C	1	
9	J	
C	)	
$\mathbf{Q}$	9	
-	7	

•	
15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?	19a. Are there any times or circumstances when you like to smoke a king size cigarette?  Yes
Herbert Tareyton15-1\	The state of the s
Kent 2 L & M 3	Don't know3) (Skip to 201
	b. Under what circumstances do you like to smoke them?
Marlboro 4 Old Gold 5	The granders of part
Parliament6 (Ask b)	The
Regent7	
Viceroy8	<ul> <li>The second of the second of the</li></ul>
Vogue9	Don't know14-Y
Winton	The second of the second secon
None or don't knowY (Skip to 24)	KING AND REGULAR
b. Why do you prefer (present brand in 6a) to other brands	20. Have you said any filter tin singulating the next year
of filter tips?	20a. Have you tried any filter tip cigarettes during the past year:  —by tried, I mean tried at least a pack of them?
16-	Yes:15-1 (Ask b)
Company of the Compan	No
17- (Skip to 24)	b. What brands have you tried at least: a pack of during the past year?
Don't know	Herbert Tareyton16-1 Regent16-7
	Kent: 2: Viceroy 8
	L & M!
KING: SIZE	Marlboro
16. Why. do: you: smoke king size cigarettes instead of regular	Parliament6: None or don't know
size?	
	21. What don't you like about filter tip oigarettes?
10-	İ
11-	17
<del></del>	
Don't know11-Y	18-
17a. Are there any times or circumstances when you like to smoke a regular size eigarette?	Don't know18-Y
Yès12-11 (Ask:b)	22a. Are there any times or circumstances when you like to smoke
No	a filter-tip cigarette? Yes19-1 (Ask b)
	No. 2
b: Under what oircumstances do you like to smoke them?	Don't know3)
13- \frac{1}{2}	b. Under what circumstances do you like to smoke them?
( (Skip 14- ) to	20-
( 20)	1
	<b>\</b>
Don't know	21-
Don't know14-Y	21-
Don't know14_Y	21- Den't know21-Y
Don't know	Don't know21-Y  23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years; or that
REGULAR SIZE  18. Why do you prefer regular-size cigarettes to king-size cigarettes.	Don't know21-Y
Don't know	Don't know21-Y  23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste
Don't know	Don't know21-Y  23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

	Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter	, tala	or studen	tere on cam tere to try dur	ing this p	ast year?	
	oggrettes?					<b>V</b> -	υ,
				•		(Skir	tp.290
	al b. Tastes		D	on't know		3)	
	Easier Milder better		•				
ا است ا	1	b. What brane	do you	know of the	at have b	een passe	d out?
-	· · · · · · · · · · · · · · · · · · ·		ь.			đ.	
	Non-filter 6 0		<u> </u>				Donor
1	No difference (vol).		Brands	<u>c:.</u>	_	1 417	not
1	Don't know 4 8 Y	a	passed out	Respondent given	Donor: sold	No im- pression	eold (vol.)
	(i) (i) (ii) (ii) (ii) (ii) (ii) (ii) (					pression	112117
ь.	Which do you think is milder—filter or non-filter cigarettes?"	Camel	29-1	31-1	33-1	2	
٠.	(RECORD ABOVE)	Cavalier					
d 1 æ.	Which do you think tastes better-filter or non-filter eiga-						
l'	rettes?' (RECORD ABOVE)	Chesterfield					
	and the second of the second o	Herbert Tareyton	4	4	33-0	X	?
25.	All things considered, which do you think does the best job	**		_			
	of filtering—the tobacco itself or a built-in filter?	Kent					
* *	Tobacco itself24-1	Kool	6	6	34-4	5	
٠.	Built-in filter 2	L & M	7	7	34-7	8	
h		Lucky Strike		8	34–0	X	
	Both equal (vol.)						
	Don't know4	Mariboro	9	9	35-1	2	
		Old Gold	30–1	32-1	35-4	5	
26.	Now here: is a list:of: specific things a manufacturer might do	Pall Mall					
v. U	to try to increase sales of his cigarettes among collège stu-						
•	dents. Which 2 or 3 of them do you think would do the most	Parliament		5	350	X	
	to increase sales of a brand over a period of time? (HAND: RESPONDENT WHITE CARD)	Philip Morris		41	2K 1	3	
v	RESIGNACIA TIRILE GARAJ	="					
) i	Advertise on college radio25-1	Viceroy					
	Put on a good radio program over regular network: 2	Vogue:					
		Winston:		7	36-0	X	'
	Try to get stores around here to push his brand	0.1					
	Advertise in college paper4	Other			-		
	Special sales like selling two packs for the price	Don't know	9	9:			
	of one5	c (ASK:FOR	FACUID	NAND CHEC	YED IN E	) Was -	ou sin
	Get some key students to start using his brand6			ECORD ABO		· were	. ou . Kive
			***				
	Run campus contests with prizes	d. (ASK FOR:	EACH B	RAND CHEC	KED IN	Now h	ow abo
	Put on a good TV show8			giving out			
	Give out free packages of cigarettes9	<u> </u>		or she) was re			
		I ·		or didnit y. nother? <b>(R</b>			ession. c
	Show a documentary film of how cigarettes are made		,				
		<u> </u>					
	None or don't knowX	29. Recently ma	ny chan	ges Have bee	n made.	in oigaret	tes in a
		F.		m more to:t			
27.	On the theory that there is such a thing as!"follow the leader,"	you anvisug: rettes imore.		for other cha	inges tha	would m	ake cig
	what 2 or 3 types of people. Here: on: campus: would be the best: for a cigarette manufacturer to get to smoke his brand?	rettes more	io your i	remg.			
•	26-						
							37-
	- <del>-</del>						
-	27-						
		1					
-	Don't know27-Y	]			Don't	know:	37-1

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Ų.	2
(A	7.

_						
J.	Here is a card with (HAND: RESPONDEN words and phrases we describing the way)	IT YELLO ould you	OW CARD	) Which articularly	of these good for	32a. Leaving: aside the way, they work and just considering their appearance, which one of those brands do you think has the best looking package? (HAND RESPONDENT PINK CARD)
	Any others?	, 04 1001				b: And which has the worst looking package?"
	lot a 129 15	A.	<u>b.</u>			<u>.a.</u> , <u>18.</u> ■.
	- C -	Lucky Strikes	Philip Morris	Winston 3	d. Variboros	Best Worst
	Good flavor					Camel60+162-1
:	Mild				- (	Cavalier22
	Strong				- 1	Chesterfield3
	Too loosely packed				1	Herbert Tareyton44
•	Hard to draw on		r			Kent:5
	Hard on your throat:					Kool666
	Odd or peculiar taste				1	L&M7
	Irritating advertising					Lucky Strike8!8
					ì	Marlboro99
	Snobbish					Old Gold61-163-1
	Too expensive				1	Pall Mall 2 2
	Ordinary or common				- 1	Parliament33
	No bad after-effects				Į.	Į.
	Distinctive				1	Philip Morris 4- 4- 4- Viceroy 5 5 7- 5
	Better for your health	2	2	2	2!	Viceroy
	Popular with older generation	2	2:	2	2.	Winston
	Not enough taste					
	_					Don'it know
	Satisfying					22a. Now suppose your brand was small-like in 20 different 100 f
		6	6	6	6	33a: Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind was
	Good value for	7		7-	7	Mariboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way
	None or don't know				8	would you buy them?
			0		0	Marlboro kind 64-1
	Not familiar enough w brand. (vol.):		9	9	9	Parliament kind2 (Ask b & c)
1	Now here is a list o	f several	different	orands of	cigarettes	Either kind of hard (vol.) 3 (Skip to c)
	(HAND RESPONDEN					Soft package 4 (Skip to d)
	which of these brand	ls would	you say a			
	tante. etc.) would be				_	Don't know
	<u>a.</u> :	<u>b</u> .	<u>c</u> .	Young	<u>e.</u>	b. Why would you prefer the (Marlboro) (Parliament) kind
	Truck	Debu-	D: .	business	Stenog-	of box to the (Parliament) (Marlboro) kind of box?
	driver	tante		executive	rapher	
			50–1		5#-1!	65–-
		2	2	2		66~
	Cavalier2					
	Chesterfield 3		3		3	
		3				
	Chesterfield 3 Herbert Tareyton 4	3	4	4	4	Don't know 66-Y
	Chesterfield 3 Herbert Tareyton 4 Kent: 5	3-	4	4	4	Don't know 66-Y  c. ((And): why, would you prefer the hard box to the soft pack-
	Chesterfield 3 Herbert Tareyton 4	3-	4	4		Don't know 66-Y
	Chesterfield'	3 5 6	4567	4 5 6	4 5 6: 7	Don't know 66-Y  c. ((And): why, would you prefer the hard box to the soft pack-
	Chesterfield	3 5 6 7	46:7:8	4 6 7		Don't know 66–Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?:  67–
	Chesterfield	356789	45:6:7:89:			Don't know 66-Y  c. (And): why, would you prefer the hard box to the soft pack-
	Chesterfield     3   Herbert   Tareyton   4     4	35678949-1	45678951-1			Don't know 66–Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?:  67–
	Chesterfield     3   Herbert   Tareyton   4     4	3	45:6:7851-12			Don't know 66–Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?:  67–
	Chesterfield     3   Herbert   Tareyton   4     4		45:6:789:51-12:			Don't know 66-Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?  67-  (Skip to 34)  Don't know 68-Y
	Chesterfield     3   Herbert   Tareyton   4     4	345678949-1234	45678951-1234	468		Don't know 66-Y  c. (And) why would you prefer the hard box to the soft package most other cigarettes use?:  67-  (5kip
	Chesterfield	345678949-12345	45678951-12345	45678953+1234		Don't know 66-Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?  67-  (Skip to 34)  Don't know 68-Y
	Chesterfield	345678949-123456	45678951-12345	45678953+123456		Don't know 66-Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?  67-  (5kip 68-  Don't know 68-Y  d. Why, would you prefer the soft package to the hard ones?
	Chesterfield	3	45678951-12345667	45678953+1234567		Don't know 66-Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?  67-  (5kip 68-  Don't know 68-Y  d. Why, would you prefer the soft package to the hard ones?
	Chesterfield	3	45678951-1234567,	4	45;6;78;9;55–123455667,8	Don't know 66-Y  c. (And): why, would you prefer the hard box to the soft package most other cigarettes use?  67-  (5kip 68-  Don't know 68-Y  d. Why would you prefer the soft package to the hard ones?

34a. Did you happen to buy any cigarettes yesterday, either for	ASK: EVERYONE:
yourself or someone else?	36a. Do you have a collège radio station?
Yes71-1 (Ask b)	Yes
No2 (Skip to d)	
	No:2 (5kip to 37.)
b. How many did you buy?  By the pack	b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?
By the carton72-	Daily57-3 \
	Several times a week 4
- c. Where did you buy them—here on campus or somewhere	Once a week5 (Ask.c)
else? And at what kind of place?	Less often6
the state of the s	Never7 (Skip to 37)
Bought Usually yesterday buy	•
71	c. Do they have any cigarette advertising on it?
On campus	Yes578
Cafeteria or restaurant 73-1	No9
Campus store2	Don't know0
Vending machine in store for restaurant:3	37a. Do you read your college newspaper regularly, only occa-
Vending machine elsewhere (dorm, fraternity, etc.)4	sionally, or practically, never?
Other54	Regularly
5:	Never3 (Skip: to 38)
Officampus (Ask e)	b. Doothey have any oigarette advertising in it?
Cafeteria or restaurant66	Yes:58-4
Grocery or supermarket7	No5
Drugstore88	Den't: know
News-cigar stand or store 9	c. Do they carry a column by Max Shulman in it?
Vending machine0	
Other X	Yes
1,	No
d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RE-	d. How do you feel about the column—do you like it, dislike: it, or feel sort of so-so about it?
-1	Like
e. Do you usually buy them by the pack or by the carton?:	Dislike
Pack: 75–1	Feel so-so
~ Carton 2	Never read (vol.): 4 (Skip: to 38)
Y CALLY AND LARSEN	Den't know5)
(ASK ALL MEN)	e. Why don't you like it?
35a. Do you now ever smoke a pipe (as much as once a week)?	
Yes54-I (Ask:b)	60
b. What brand of tobarco do you usually use?	Don't knowY
Prince Albert55-1 Edgeworth56-1	f:. Have you noticed what product; Max Shulman promotes?
Half & Half 2 George Washington 2	(DON'T SUGGESTI ANSWERS)
Velvet 3 Old Briat 3	"Cigarettes" (Don't know brand) 61-1
- Sir Walter Raleigh 4 Holiday 4	Philip Morris
Kentucky Club 5 Bond Street 5	
Model 6 Briggs 6	Parliament: 4
Union Leader	Other eigarettes
Granger 8 Other	Other products 6
Don't know 9	Don't know

ξ ±

casts d	how often have you beer uring this past winter and radio)—almost daily, se	spring (not cou	inting your	39c. At what hours do you usua  Morning. After Before 8 69-6 12 - 1	100n Evening
	week, less often than that			8:-9:7 1 - 2	
Daily	62-1		٠.	9 - 108 2 - 3	9
Several	times	Less often	4) (Skip	10 - 119 3 - 4!	
About	once a	Not: at: all	5) to 39)	11 - 12 0 4 - 5	1
on in week	3/				
9.0					
	s a list of different kinds			AN Name about to the second	rounts of anations on the
kinds	hrough the list and then of radio: programs you I NDENT GREEN CARD)		(HAND:	,	n do you drink (coffee, etc.) more than once a day, once a
		285.	39Ь.	day; several times a week, or	nce a week, less often than that,
and the said		Radio	TV	or never?	•
Territory)			65_1		<u>. 4.</u>
	Weather reports		65-1		Highball!
	Straight comedy program		3	Coffee Tea	<u>c.</u> or <u>e.</u> Milk: cocktail Beer
**	Variety programs		4	Several times daily 71-1 72-	
				Once a day2	
	News broadcasts		5	Several times	
	Old familiar music		6	Once a week4	3333
	Popular and dance music		7	Less often	5'
	Quiz programs	8	8	Never 6	66 .
	Sports events:	o	9	Don't know7	7·7·7· \
	Serial dramas		0		
	Serious plays		X		
	Light plays		Y		
	Pigiti biga		1	FACT	TUAL.
	Discussions of public iss	шез 64–1	66-1	}	
	Religious programs			Sex	Class:
	Movies		3	Male	Freshman 77-1 Sophomore 2
	Documentaries		4.	Female 2	Junior
	None		5	Age:	Where Live:
	Don't know	6	6	Under 16	Dormitory 77-5
استان ملك	at:hours do you usually: li	leten to the and	in?	164	Fraternity or Sorority 6 Own Home
				17	Other 8
Morr			ning	186	Belongs to Sorority
Before 8			68–7	19:	or Fraternity 77-9
8 - 9			8	219	Not a member:
9 - 10			9	22-24	Marital Status:
10 - 11 <u> </u>			0 X	25 or over X	Married 77-X Not married Y
11:- 12:_	5.6		U X	Location of student's home:	Size of Place where
-	J				student lives:
				New England /8+1 Middle Atlantic2	Over 1,000,000 79±1
200	t how often have you been east winter and spring—al		.,	East North Central 3	500,000 - 1,000,000 2
				West:North Central 4	100,000 - 500,000
this: p	about once a week, less of	CIAIL CIAI, O.		South Atlantic5	
this p week,	about once a week, less of	Giail Giai, O			25,000 - 100,000 4
this: p week, Daily Seven	about once a week, less of	Less often .	4)) (855-	East South Central 6	25,000 - 100,000 ·
this: p week, Daily Sever. a w About	about once a week, less of		4) (Stip 5) to 40):		
this: p week, Daily Sever. a w About b. Here i look kinds	about once a week, less of  . 69-1) altimes eek2 (Ask b): t once	Less often  Not at all  s of programs: tell! me: which	Would you	East South Central 6 West South Central 7	2,500 - 25,000

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Job No. 896 April, 1956 Number	Place
Ti Compared to: a couple of years: ago, would you say cigarette	3b. What:was the last brand of cigarettes you smoked regular
smoking among college students has increased, decreased, or stayed about the same?	Camel
Increased10-1 Same	Chesterfield (R)
Decreased2 Don't know 4!	Chesterfield (K)
2a. Do you now ever smoke cigarettes (as much as a pack a week)?	Herbert Tareyton (F)
	Kent
Yes11+1 (Skip: to: 4)	Kool (R)
No2 (Ask b)	Kool (K)
	L & M
1. 1001	Lucky Strike
b. Did you used to smoke cigarettes (as much as a pack a week)?	Mariboro
Yes	Old Gold (R)
No4 (Ask c)	Palli Mall
	Parliament
c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?	Philip Morris (R) Philip Morris (K)
<u>.</u>	Raleigh (R)Raleigh (K)
12-	Regent: (R)
(Skip	SpudViceroy
(· to.353)	Winston
13	Other regular Other king Other filter
].	Roll your own No regular brand Don't know
3a. How long ago did you stop smoking cigarettes (so much)?	c. Why did you stop smoking cigarettes (so much)?
Less than year ago14-1	· · · · · · · · · · · · · · · · · · ·
1 up to 2 years ago2	18
	( (\$)
2 up to 4 years ago	) to :
4 or more years 2go 4!	19
Den't know	Don't know 19-Y
	4, How old were you when you started to smoke cigarettes?
	Under 13 2
	13 or 14
	15 or 16
ļ!	17 or 18
-	19 or 20
·	24. or over
V.	Don't know.

5a. Started on	Now smoke	7a. Used to smoke	Smoke for change	9.a. Tried in last 6 mos.	Likes adver- tising	Dislike adver- tising
Camel (R) 21-1	24–1	27-1	30–1	33–1	36-1	39-
Cavalier (K)2	2	2	2	2	2	
Chesterfield (R)	3	3	3	3	1	
Chesterfield (K)4	4	4	4	4!	3	<del></del>
Herbert Tareyton (R)5	5	5	5	5	١	
Herbert Tareyton (K) 6	6	6	6	6:	5:	
Herbert Tareyton (F)7	Z	7	7		)	
Kent (F)8	8	8	8	8	8	
Kool (R)9	9	9	9	9:	.1	
Kool (K)0	0	0	0	0:	9	
L & M (F-R)X	<b>X</b>	x	X	<b>X</b> .	~ l	
L & M (F-K)	Y	Y	Y	<b>Y</b> .	X {	# 11 Williams #14 1
Lucky Strike (R): 22-1	25-1	28+1	31-1	34-1	37-1	40
Marlboro (F)2	2	<b>2</b>	2	2:	2.	
Old Gold (R)	3	3	3	3	1	
Old Gold (K) 4	4	4	4	4	3	
Old Gold (F)5	5	5	5	5	)	
Pall Mall (K)6: -	6	6	6	6	6	
Parliament (F)7	7	<b>7</b>	7		<b>7</b> -	
Philip Morris: (R): 8:	8	8	8	8	_}	
Philip Morris (K) 9	9	9	9	<b>9</b>	8	
Raleigh (R) 0		0	O	o	٦).	
Raleigh (K)	<b>X</b> :	<b>X</b>	<b>X</b>	<b>X</b>	):	
Regent (R) 23-1	26-1	29-1	32-1	35÷1	).	
Regent (K) 2	2	2	2	<b>2</b>	38–1	41-
Regent: (F)	3	3	3	3	):	
Spud (R)4	4!	4	4!	4	4	
Viceroy: (F):5	5	5	5	5.	5·	÷
Winston (F) 6	6	6	6	6	6	*****
Other (F)	<b>7</b> .	7 <sub>.</sub>	7	<b>.</b>	7	
Other (K): 8	8	8	8	<b>8</b> °		
Other (R)	9	9	<b>9</b>	9	9	****
Roll your own 0) (Sk	3	3		XXXX (Skip)	XXXX	XXX
None or don't know	i)	01:X) to	8)X	X to 103	X	(Skip to
How did you happen to stort smol	cing (first brand-	-5a) ?				-
						42
						43
					Don't kno	
Who (else) did you know-either		ances—who smol			ied smoking : ale-relative	
					ale relative	
					d:	
	Sister		4.	Female fr	end	

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6a. What brand of eigarettes do you now smoke most often? (RECORD AT LEFT IN COLUMN 6a):	IIa. Now the other way arou digarettes you would like	to avoid more than the	others just
b. How long have you been smoking (present brand-6a) most	because: of: its advertising		I IN COL-
often?	UMN 11a):	41.5	
Less than 3 months 45-1 2 up to 3 years 5	b. What don't you like about	the advertising?	
3-6 months 2 3 up to 4 years 6			
6-12 months 3 4 years or more 7	والموادي يعجد ويواد الأنجأ الأنابية أنجا	and the state of	51-
1 up to 2 years4 Don't know8			71-
What are the first transfer and the first	· · · · · · · · · · · · · · · · · · ·		-
i. What:was the last brand you smoked most:regularly before you smoked (present brand—6a)? (RECORD AT LEFT IN)		* .***	52-
COLUMN 7a)			
b. (IF DIFFERENCE IN BRAND BETWEEN 64 AND 74) How		Di-2-1	#0:W
did you happen to leave (old brand—7a) and change to	or garage and the second of t	Don't know	
(present brand—6a)?	12a. About how many cigarett	m a day do you usuall	y smoke?
र्वे प्रमुख्यान्य १ त्या १ द्वार प्रदेश के प्रमुख्य के किया के किया का की किया है । विकास की किया के किया की किया	6 or less53-	1 36-45	53—!
र विभिन्नकुरुप्ताः केन्द्रकाञ्च । इस्त्राच्याः विभिन्नकुरु कार्यास्य विभिन्नकारायुक्ताः विभ	7-15:	2 46–55:	
Call Control of the C	16–25		
	26-35		
The Control of the Co			
The state of the s	b. Do you feel that you smol		or that the
1 + 1 + 1 + 1 + 1 + 1 + 1 + 1 + 1 + 1 +	amount you smoke is all		
		Too many	
entre de la companya		All right:	
Don't know47-Y		Don't know	·
c. Who (else) did you know—either family or acquaintances— that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES FILTER TIPS (F): IF SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R)	1:6a; SKIP TO:16; IN 6a; SKIP TO 18,	
that smoked (present brand-6a) when you changed to them?	IF SMOKES: KING SIZE: (K) IN	1:6a; SKIP TO:16; IN 6a; SKIP TO 18,	BRAND IF
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father48-1 Other female relative6	IF SMOKES KING SIZE: (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL" YOUR OW 6a, SKIP TO 20.	1:6a; SKIP TO:16; IN 6a; SKIP TO 18,	BRAND II
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES: KING-SIZE: (K) IN IF SMOKES: REULAR SIZE: (R) IF: SMOKES: "ROLL! YOUR! OW	1:6a; SKIP TO:16; IN 6a; SKIP TO 18,	BRAND II
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE: (K) IN IF SMOKES REULAR SIZE: (R) IF SMOKES "ROLL" YOUR: OW 6a, SKIP: TO 20.  FILTER: TIPS 13. Why do you smoke filter	i 6a; SKIP TO 16, IN 6a; SKIP TO 18, N'' OR NO REGULAR	
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE: (K) IN IF SMOKES REULAR SIZE: (R) IF: SMOKES "ROLL" YOUR: OW 6a, SKIP: TO 20.  FILTER: TIPS	i 6a; SKIP TO 16, IN 6a; SKIP TO 18, N'' OR NO REGULAR	
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	IF SMOKES KING SIZE: (K) IN IF SMOKES REULAR SIZE: (R) IF SMOKES "ROLL" YOUR: OW 6a, SKIP: TO 20.  FILTER: TIPS 13. Why do you smoke filter	i 6a; SKIP TO 16, IN 6a; SKIP TO 18, N'' OR NO REGULAR	-filter tip
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE: (K) IN IF SMOKES REULAR SIZE: (R) IF SMOKES "ROLL" YOUR: OW 6a, SKIP: TO 20.  FILTER: TIPS 13. Why do you smoke filter	i 6a; SKIP TO 16, IN 6a; SKIP TO 18, N'' OR NO REGULAR	
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE: (K) IN IF SMOKES REULAR SIZE: (R) IF SMOKES "ROLL" YOUR: OW 6a, SKIP: TO 20.  FILTER: TIPS 13. Why do you smoke filter	i 6a; SKIP TO 16, IN 6a; SKIP TO 18, N'' OR NO REGULAR	-filter tip
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE: (K) IN IF SMOKES REULAR SIZE: (R) IF SMOKES "ROLL" YOUR: OW 6a, SKIP: TO 20.  FILTER: TIPS 13. Why do you smoke filter	i 6a; SKIP TO 16, IN 6a; SKIP TO 18, N'' OR NO REGULAR	-filter tip
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL' YOUR OW 6a, SKIP TO 20.  FILTER TIPS 13. Why do you smoke filter cigarettes?	6a; SKIP TO 16. IN 6a; SKIP TO 18. N" OR NO REGULAR tips rather than non	-filter tip
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS 13. Why do you smoke filter cigarettes?	6a; SKIP TO 16. IN 6a; SKIP TO 18. N" OR NO REGULAR tips rather than non	-filter tip
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS 13. Why do you smoke filter cigarettes?	Don't know	10-
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS 13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?	Don't know-	filter tip  10-  11-  11-  11-3  ike to smol
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS 13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?	Don't know	10- 11- 11- 11- 11- 11- 11- 11- 11- 11-
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS 13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?	Don't know-cumstances when you i	filter tip  10-  11-  11-  Ask b)
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN if SMOKES REULAR SIZE (R) if SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yeal	Don't know- cumstances when you i	filter tip  10- 11- 11- 11- 11- Ask b)
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yes:  No Don't ke	Don't know- cumstances when you i	10- 11- 11-) Skip to 15
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN if SMOKES REULAR SIZE (R) if SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yeal	Don't know- cumstances when you i	10- 11- 11- 11- Skip to 15
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yes:  No Don't ke	Don't know- cumstances when you i	10- 11- 11- 11- Skip to 19
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yes:  No Don't ke	Don't know- cumstances when you i	10- 11- 11- 11- Skip to 19
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yes:  No Don't ke	Don't know- cumstances when you i	filter tip  10- 11- 11- 11- 11- 15ke to smoi
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yes:  No Don't ke	Don't know- cumstances when you i	filter tip  10- 11- 11- 11- 11- 15ke to smoi
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	if SMOKES KING SIZE (K) IN IF SMOKES REULAR SIZE (R) IF SMOKES "ROLL YOUR OW 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter cigarettes?  14a. Are there any times or di a non-filter cigarette?  Yes:  No Don't ke	Don't know- cumstances when you i	10- 11- 11- 11- 11- 11- 12- 13- 13-

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year.—by tried, I mean	19a. Are there:any times or circumstances when you like to smoke a king size cigarette?
tried at least; a pack of them?	Yes12-1! (Askib).
Herbert Tareyton15-1	No
Ying fide and Kent	Don't know3
L & M3	B. Under what circumstances do you like to smoke them?
Mariboro4	D. Onder what circumstances do you have to smoke diem.
Cold Gold5	
Parliament6 (Ask b)	13-
Regent	
ViceroyB	14+
Vogue 9	
Winston0	Don't know14-Y
The same of the sa	The state of the protection of the HTD in process of the state of the
None or don't know Y: (Skip to 24)	KING AND REGULAR
g 15	KING AND KESSEAK
b. Why do you prefer (present brand in 6a) to other brands of filter tips?	20a. Have you tried any filter tip cigarettes during the past year  —by tried, I mean tried at least a pack of them?
16-	Yes15+1 (Ask b)
	No2 (5klp to 21)
17- (Skip	b. What brands have you tried at least a pack of during the past year?
gradient of the state of the st	Herbert Tareyton 16-1 Regent 16-7
Don't know17-Y: /	Kent 2 Viceroy 8
	L & M 3 Vogue 9
	Marlboro 4 Winston 0
KING SIZE	
74 771	
16. Why, do you smoke king size cigarettes instead of regular, size?	Parliament 6 None or don't know. Y
	21. What don't you like about filter tip cigarettes?
4	
.( 10-	
	17-
11-	
	10
Don't know11-Y	18-
17a. Are there any times or circumstances when you like to smoke a regular size cigarette?	Don't know18-Y
	224 A. dan
Yes12+1 (Ask b)	22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?
No2 (5kip to 20)	Yes
Don't know3	i es
B. Under what circumstances do you like to smoke them?	No
	Don't know3)
13-	B. Under what circumstances do you like to smoke them?
( {Skip	
14-	20-
\ \ 201	
Don't know14_Y	
	21-
BECULAR CITE	
REGULAR SIZE	Don't know 21-Y
18. Why do you prefer regular-size cigarettes to king-size ciga-	
rettes?	23. Justias a guess, would you expect that they will improve the
	taste of filter-tip eigarettes during the next few-years, or that they won't be able to do anything to really improve the taste:
10-	of: filter tips?
	Expect taste to improve22-1
. 11-	4
	Won't be able to improve taste2
Don't know11-Y	Don't know3

ASK ALL SMOKERS	28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?
24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter	Yes28-1 (Ask b)
cigarettes?	No
Talkaria and the same of the s	Don't know3
Easier Milder better	
Filter23-123+523+9	b. What brands do you know of that have been passed out?
Non-filter 260	<u>b.</u> <u>d.</u>
No difference (vol). 3 7 X	Donor Brands c. not
Don't know48Y	passed Respondent Donor No im- sold
la participation of the second	out: given sold pression (vol.)
b. Which do you think is milder—filter or non-filter cigarettes?  (RECORD ABONE)	Camel 29-131-133-123
by many to the state of the sta	Cavalier2:2:33-4:56
c. Which do you think tastes better-filter or non-filter ciga- rettes? (RECORD ABOYE)	Chesterfield3389
A STATE OF THE PROPERTY OF THE STATE OF THE	Herbert Tareyton4433+0XY
25. All things considered, which do you think does the best job of filtering—the tobacco itself or a built in filter?	Kent5534-123
Tobacco itself2#_1	Kool6634-456
Built-in filter2	L & M 7~ 7' 34-7' 8' 9
The sate graduation except your	Lucky Strike 8 8 34-0 X Y
Both equal (vol.)	
Don't know	Marlboro: 9 9 35-1 2 3
26. Now here is a list of specific things a manufacturer might do	Old Gold:30-132-135-4!56 Pall! Mall2:235-789
to try to increase sales of his cigarettes among college stu-	Parliament 3 3 X Y
dents. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? (HAND	THE PROPERTY OF THE PROPERTY O
RESPONDENT WHITE CARD)	Philip:Morris4:436-123
Advertise on college radio25-1	Viceroy556
Put on a good radio program over regular network: 2	Vogue6636-789
Try to get stores around here to push his brand3	Winston7736-0XY
Advertise in collège paper 4	Other 8 8
Special sales like selling two packs for the price	Don't know99
of one5	C. (ASK FOR EACH BRAND CHECKED IN b) Were you given
Get:some key students to start using his brand6	(brand) to try? (RECORD ABOVE)
Run campus contests with prizes	A CASY EOD BANK BRANK GURGURD IN A SEC. 1
Put on a good TV show 8	d. (ASK FOR EACH BRAND CHECKED IN c) Now how about the person who was giving out the: (brand given)
Give out free packages of cigarettes9	-did you feel he (or she); was really sold personally on that
Show a documentary film of how cigarettes are:	brand of cigarettes or didn't you have any impression on this one way or the other?' (RECORD ABOYE)
made0	
None or don't knowX	29. Recently many changes have been made in cigarettes in an
the production of the	attempt to make them more to the liking of smokers. Have
27. On the theory that there is such a thing as: "follow the feader," what 2 or 3 types of people here on campus would be the best for a cigarant manufacture to get a male bit hered?	you any suggestions for other changes that would make ciga- rettes more to your liking?
for a cigarette manufacturer to get to smoke his brand?	
26-	37-
27-	
·	
Don't know27+Y	Don't know:37-Y

30.	Hère: is a card with: a list of words: and phrases on it. (HAND RESPONDENT YELLOW. CARD): Which of: these words: and: phrases would you: say: are particularly, good for describing: the way you feel about (Camel, etc.)? Any others?	32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (HAND RESPONDENT PINK CARD) b. Aind which has the worst looking package?
	<u>a.</u> <u>b.</u>	}
ωŽ.	Camel Morris Vicerov L & M	Bira William
		Best Worst
	Good flavor38-1:40-142-1:44-1	Camel60-162-1
	Mild222	Cavalier2
	Strong:333	Chesterfield3
	Too loosely packed44	Herbert: Tareyton4
	Hard to draw on555	Kent5
	Hard on your throat666	Kool66
	Odd or peculiar taste777	L&M7
	Irritating advertising 8 8 8 8	Lucky Strike88
	Snobbish 9 9 9 9	
	Too expensive000	Mariboro 9 9
•	Ordinary or common X X X X	Old Gold61-163-1
	No bad after-effects Y Y Y	Pall Mall22
		Parliament3
	Distinctive39-141-143+145-1	Philip: Morris4
	Better for your health222	Viceroy:5
	Popular with older	Vogue66
•	generation333	Winston77
	Not enough taste: 4 4 4	Don't know 8 8
	Satisfying:5:5:5	Dôn't know88
	Tastes bad666	33à. Now suppose your brand was available in 3, différent kinds.
	Good value for your money: 7' - 7' - 7'	of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way
	None or don't know 8 8 8	would you buy them?
	Not familiar enough with brand! (vol.): 9 9 9	Marlboro kind64-1
		Marlboro kind 64-1 (Ask b & c) Parliament kind 2
31.	Now here is a list of several different brands of cigarettes.	Either kind of hard (vol.)3 (Skip to c)
	(HAND! RESPONDENT PINK CARD)! If you had to guess, which of these brands would you say a (truck driver, debu-	
	tante, etc.) would be most apt to smoke?	Soft package4 (Skip to d)
	g. <u>h</u>	Don't know 5: (Skip to 34)
	<u>a.</u> <u>b.</u> Someone who Young spends the married	b. Why would you prefer the (Marlboro) (Parliament) kind
	whole time woman's	of box to the (Parliament). (Marlboro), kind of box?
	Truck: Debu- driver tante state anything else of college	
	Camel46-148-150-152-154-1	63-
	Cavalier 2 2 2 2	
	Chesterfield 3 3 3 3	66-
	Herbert	<u>.</u>
	Tareyton 4 4 4 4	Don't know66-Y
	Kent:5555	c. (And) why would you prefer the hard box to the soft packs.
	Kooli6666	age most other cigarettes use?
	L & M _ 7 _ 7 _ 7 _ 7 _ 7 _ 7 _ 7 _ 7 _ 7 _	
	Lucky Strike8!888	67 ) (Skip
	Marlboro 9 9 9 9	(Skip
	Old Gold 47-1 49-1 51-1 53-1 55-1	68- ( to 34)
	Pall Mall 2 2 2 2 2	
	Parliament:3333	Don't know68-Y:
		d. Why would you prefer the soft package to the hard ones?
	Philip Morris 4 4 4 4 4 4 Viceroy 5 5 5 5 5 5	
	•	69-
	Vogue         6         6         6         6         6         6         6         6         6         6         6         7 <td></td>	
		70-
	Don't know         8         8         8         8           None         9         9         9         9         9	Don't know70-Y
	110пг	Dog ( kilow / 0-1

34a. Did you happen to buy any cigarettes yesterday, either for	ASK EVERYONE		
yourself or someone else?	36a. Do you have a college radio station?		
Yes:71-1 (Ask b)	Yes 57-1: (Ask b)		
No (Skip to d)	No2 (Skip to 37)		
b. How many did you buy?			
By the pack	b. About: how often do you: listen to it—almost daily, severa times a week, about once a week, less often than that or do		
(write in #)	you never listen to it?		
By the carton	Daily57-3 \		
WHITE IN THE	Several times a week 4		
c. Where did you buy them-here on campus or somewhere	Once: a week5 (Ask c)		
else? And at what kind of place?	Less often6		
Company of the second Company of the second	48 f		
Bought Usually	Never7 (Skip to 37)		
yesterday buy	c. Do they have any digarette advertising on it?		
On campus	Yes57-		
Cafeteria or restaurant73-1	No		
Campus store2	Don't know		
Vending machine in store or	•		
restaurant3	37a. Do you read your college newspaper regularly, only ooc		
Vending machine elsewhere	sionally, or practically never?		
(dorm; fraternity; etc.)4	Regularly		
Other5	*.		
Off campus (Skip ) (Ask el	Never3: (Skip: to: 38		
Off campus:	b. Do they have any cigarette advertising in it?		
Cafeteria or restaurant6	Yes58-		
Grocery, or, supermarket7	No:		
Drugstore88	Don't know		
News-cigar stand or store9	c. Do they carry a column by Max Shulman in it?		
Vending machine0	Yes58-7 (Ask d)		
OtherX			
In	No8) (Skip to 3		
dl Where do you most often buy your cigarettes—here on cam-	d. How do you feel about the column-do you like it, disli		
pus, or somewhere else? And at what kind of place? (RE-	it; or feel sort of so-so: about it?		
CORD: ABOYE)	Like59-1 (5klp to 1)		
e. Do you usually buy them by the pack or by the carton?	Dislike2) (Ask e) Feel so-so3)		
Pack75=1	Feel so-so3		
Carton2	Never read (vol.) 4 (Skip to 3		
	Don't know.		
(ASK ALL MEN)	e. Why don't you like it?		
352. Do you now ever smoke a pipe (as much as once a week)?			
• •			
Yes54-1 (Ask.b)	60-		
No 2 (Skip to 36):			
b. What brand of tobacco do you usually use?	Don't know		
Prince Albert55-1 Edgeworth56-1	1. Häve you noticed what product Max Shulman promote		
Half & Half2: George Washington2	(DON'T SUGGEST ANSWERS)		
Velvet3 Old Briar3 Sir Walter Ruleigh4 Holiday4	"Cigarettes" (Don't know brand) 61		
Sir Walter Ruleigh 4 Holiday 4	Philip Morris		
	Marlboro		
Kentucky Club5 Bond Street:	Parliament		
Model6 Briggs6	Other cigarettes		
Union: Leader	-		
Granger	Other products		
Don't know9	Don't know		

30. Albana bar afina barra di Paris a di Paris d	39c: At what hours do you usually watch television?
38a. About how often have you been listening to radio broad- casts during this past winter and spring (not counting your	Morning Afternoon Evening
college: radio) - aimost: daily; several times: a week, about	Before 8 69-6 12 - 170-1 6 - 770-7
once a week; less often than that; or not at all?	8 - 9
Daily62-1\	9 - 10 8 2 - 3 3 8 - 9 9
Several times Less often 4 (Skip:	10 - 11
About once a Not at all 5)	11 - 12
week3).	
b. Hère is a list of different kinds of programs. Would you	40 November 27 of Comment of the comm
look through the list and then tell me which one or two kinds of radio programs you like the best? (HAND)	40. Now this is all except for a couple of questions on beverages:  Roughly, about how often do you drink: (coffee, etc.)
RESPONDENT GREEN CARD)	around this time of year—more than once a day, once a
28b. 39b.	day, several times a week, once a week, less often than that;
200	or never?
Kadio IV	<u>d</u>
Weather reports63-165-1	Highball
Classical music22	Coffee Tea Milk cocktail Beer
Straight comedy programs3	Several times
Variety programs44	daily71+172+173-174-175-1
News broadcasts5	Once a day 2 2 2 2
Old familiar music66	Several times   3   3   3   3   3   3   3   3   3
Popular and dance music	Once a week
Quiz programs 8 8	Less often555
Zuis programs	Never6666
Sports events 9	Don't: know 7 7 7 7
Serial dramas00	
Serious plays X X	
Light playsYY	PARCENTAL AND
	FACTUAL
Discussions of public: issues 64-1 66-1.	Com.
Religious programs2	Sex: Class: Freshman 77-1
Movies:XXXX	Niale Sophomore 2
Documentaries 4	Female Junior Junior
None55	Senior4
Don't know66	Age: Where Live:
Don Canon0	Under 16 76-3 Dormitory 77-5
	16 4 Fraternity or Sorority 6
c. At what hours do you usually listen to the radio?"	175 Own home7
Morning Afternoon Evening	186 Other8
Before 8 _ 67-1 12 - 1 68-1 6 - 7 68-7	7 Belongs to Sorority or Fraternity 77-9:
8-9-2 1-2-2 7-8-8	20 Not a member 0
9 - 10   3 2 - 3   3 8 - 9   9	219 Marital Status:
10 - 11 4 3 - 4 9 - 10   0	22-240 Married77-X
11 - 12 5 4 - 5 5 After 10 X	25 or overX Not matriedY
5:- 6'6	Location of student's home: Size of Place where
	New England 78+1 student lives:
39.a. About how often have you been watching television during	Middle Atlantic 2 Over 1,000,000 79-1
this past winter and spring—almost; daily, several times a	East: North Central 3. 500,000 - 1,000,000 2
week, about once a week, less often than that, or not at all?	West North Central 4 100,000 - 500,000 3
Daily69-1).	South: Atlantic5: East South Central6: 25;000:-100,000:
Several times Less often 4) (Skip	West South Central
Less often   4   (Skip a week   2   About once   Not at all   5	Mountain or Pacific
a week3	
b. Here is a list of different kinds of programs. Would you	Interviewer's Initials
look through the list and then tell me which one or two	
kinds of television programs you like the best?	•
(RECORD ABOVE)	Respondent No.

Job No. 896 April, 1956 Number	Place
<u></u>	
Compared to a couple of years ago, would you say cigarette	3b. What was the last brand of cigarettes you smoked regularly?
moking among college students has increased, decreased, or	
stayed about the same?	Cavalier
Thorses 10-1 Same 3	Chesterfield (R)
. T. Marcard	Chesterfield (K)
Decreased 2 Don't know 4	Herbert Tareyton (RI)
	Herbert Tareyton (K)
The comme of the form of the first that the first the fi	Herbert Tareyton (F)
2a. Do you now ever smoke cigarettes (as much as a pack a week)?	Kent
	그는 어느 형자들은 그는 사람들이 살아가 되었다.
Yes	Kool (R)
8- No 2 (Aik b)	Kool (K)
The last hear politics es these have heregones and property	L&M
A Same and the second s	Lucky Strike
b. Did you used to smoke cigarettes (as much as a pack a week)?	Marlboro16-
History and the second	Old Gold (R)
Yes 18-3 (Skip to 3)	Old Gold (K)
No 4 (Ask c)	Old Gold (F)
	Pall Mall
The state of the second	Parliament
c. How does it happen that you don't smoke in other words,	Philip Morris (R)
what do you have against smoking cigarettes?	Philip Morris (K)
29	Raleigh (R)
	Raleigh (K)
• 1	Regent (R)17-
and the second s	Regent (K)
12-	Regent (F))
	Spud
(Skip)	Viceroy
( to 35)	Winston
	Other regular
13- 13- 13- 13- 13- 13- 13- 13- 13- 13-	Other king
	Other filter
The second of th	Roll your own No regular brand
	Don't know
	· · · · · · · · · · · · · · · · · · ·
3a. How long ago did you stop smoking organettes (so much)?	c. Why did you stop smoking cigarettes (so much)?
Dess than year ago 14-1	Sec. 3
	18− <b>1</b>
2 Signature sacres 1 up to 2 years ago	
the lightest free first comment of the first of the second	(Skip)
3- 2 up to 4-years ago:	19-
4 or more years ago4	
Same and the same of the same	Section 1997 And the second
Don't know5	Don't know 19-Y
(A)	
	4. How old were you when you started to smoke digarettes?
	Under: 13: 20-
en e	13 or 14
	15 or 16
117 44	17 or 18
	19 or 20
<ul> <li>A the + m;</li> </ul>	21 or over
e a telephone	1
and the second s	Don't know

.

you remember what brand	or cigatories you till		or no R		10.	11m
54.	ба.	7a.	Smoke	Tried	Likes	Dislikes
Started	Now	Used to	for	in last	adver-	dver-
OB	smoke	smoke	change		tising_	tising
mel (R)21-1	24_1	27-1	30-1	33-1	36-1	39-1
	**** 2	2011	-		100	
valier (K)	2:	a		· · · · · · · · · · · · · · · · · · ·		2
esterfield (R)3	3	3 _	3	,,,,	·	
esterfield (K)	41	4	4	4		
••		14:**: •				
rbert Tareyton (R)5	Mark 12 12 12 15 15 15 15 15 15 15 15 15 15 15 15 15	··· 1 <u>11.5</u>	Tagential rope of the		[[اد المالية يسو	
rbert Tareyton (K)6	· 6	6	6	6		5
rbert Tareyton (F)7	7	7	77	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	المستعملة حاخا	1.0
nt (F) (X) looX 8	170 8		4 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	The second se	G-2 GRA, 255 	سران پرائندائیم عرب سال
- Luui					· · · · · · · · · · · · · · · · · · ·	
ol (R)	9	9	9		ા <u>જે</u> કો	9
ol (K)	0	0	A STREET	en d'agen 20 2021	igis néimse mildi	g may have t
M (F-R)	x	X	X	x		
& M (F-R) X	THE REAL PROPERTY.	ene 🖅 e 😁	100	Y	4 p X {	.ХчХ
& M (F-K)	14.4. X	Y	Y			
cky Strike (R) 22+1	25-1	28-1	- ·31-1	34+1	≟=37 <b>=1</b>	40-1
arlham (F) 2	2	2	2	2	2	
arlboro (F)2			The make yas			
d Gold (R)3	3	3	3	3	)	
d Gold (K)4	4!	4	4	4	{دا	
d Gold (F)5	5	5	5	5	}.	
	*	4	6	6	<b>£</b> :	
II Mall. (K):6		6	0:			
rliament (F)7	Ž	7	7		7	
ilip Morris (R)	8	8	8	8		
silip Morris (K)9		9	0	9	8	
leigh (R)0	0	0	0	0	o)	
leigh (K)X	X	X	х	<b>X</b>	):	
gent (R)23-1	26-1	29-1	32-1	35-1	1.	
			2	2	38–1	41
gent (K)2	2	2			50-1	71-1
gent (F)3	3	3	3	3	, , , <i>, , , , , , , , , , , , , , , , </i>	7 -
ud (R)	4	4	4	4	4	Carres 1
مناه ما الاست	ายก็ <b>ทั้งดี</b> เริ่มโดกกร <sub>ัฐ</sub> " ซึ่	term of a		permitir e 1 👊	i i jaranda. Sigiranda — ■	ويندائد. مالكر پوښور
nston (F)6	6	6	. ∤.:6	6	6	
ber (F)	7		٠7	7·	7	
her (K) 8			8	SPECTORIES OF B	8	
ther (R) 9		9	9	· · · · · · · · · · · · · · · · · · ·	9.	
ll your own0	(5kip:0) (	Skip0} (	Skip. XXXX	XXXX (S	kip XXXX	XXXX
one or don't knowX	∫ to 61	:100X∮+	68)X	X to	10)X	· · · · · · · · · · · · · · · · · · ·
wididlyou happen to start	smoking (first brand	5a) ?		• •	To the contract of the contrac	(Skip to:
- a you may the to start					***	42-
3 1 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	garanta. Garanta	: · ·		•		
		**		• • •		43-
** * * *					Don't ka	10W 43-
else) did you know-e	ither family or assure	ntances_who	inked (first here	(d5a) when you		
· (erse) and kinn whom—6		ntances wno am			female relative	
					mate	
•					friend	
	Sister		4		e friend	
and the second of the second of		le relative	5		se else	
				n . 1		
great to the figure of				Don t	know	
green en en figner in de en				Dont	know	

1	<u> </u>
6a. What brand of cigarettes do you now smoke most often? (RECORD AT LEFT IN COLUMN 6a)	11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just
b. How long have you been smoking (present brand—6a) most	because of its advertising? (RECORD AT LEFT IN COL- UMN:11a)
Less than 3 months 45-1 2 up to 3 years 5	b. What don't you like about the advertising?
3-6 months3 up to 4 years 6	the second second
6-12 months 3 4:years or more 7	and the second s
1 up to 2 years4 Don't know8	targety in the control of the Steel
7a. What was the last brand you smoked most regularly before	
you smoked (present brand-6a)? (RECORD AT LIEFT IN	Second statement and a second
b. (IF DIFFERENCE IN BRAND BETWEEN 60 AND 70) How	Alabaman Lamin de la Portion
. 31 did you happen to leave (old brand-7a) and change to	Don't know. 52-Y
(present brand—6a)?	12a. About how many cigarettes a day do you usually smoke?
े इंड्रस्ट्रेस्ट्रिक्ट्रेक्ट्रेस स्ट्रिस्ट्रेस्ट्रेस्ट्रेस्ट्रेस्ट्रेस्ट्रेस्ट्रेस्ट्रेस स्ट्रे	6 or less53-1 36-4553-5
Through the state of the half thrown the second the	7–15
「 10 (10 4 10 10 10 10 10 10 10 10 10 10 10 10 10	16-25
e the extrebit to though weath . I have to be a suit they I will? .	26-354 Don't know8
247 - 47-	b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?
1 (200 m) (20	Too many53-9
January Company of the Company of th	All right0
Don't know 47-Y	Don't knowX
c. Who (else) did you know—either family or acquaintances— that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)	IF SMOKES FILTER: TIPS (F) IN 6a, CONTINUE, IF SMOKES KING SIZE (K) IN 6a, SKIP: TO 16, IF SMOKES REULAR SIZE (R) IN 6a SKIP TO 1R
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16. IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18. IF SMOKES "ROUL YOUR OWN" OR NO REGULAR BRAND IN
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16. IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18. IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tips cigarettes?
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that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6α, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6α, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6α, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip digarettes?
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROUL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  Don't know
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  10-  10-  11-  11-  14a. Are there any times or circumstances when you like to moke a non-filter cigarette?
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6α, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6α, SKIP TO 18.  IF SMOKES "ROUL YOUR OWN" OR NO REGULAR BRAND IN 6α, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  10-  10-  11-  14a. Are there any times or circumstances when you like to moke a non-filter cigarette?  Yes
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10- 20  Don't know
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  10-  10-  11-  11-  14a. Are there any times or circumstances when you like to moke a non-filter cigarette?  Yes
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10- 20  Don't know
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  10-  10-  11-  11-  14a. Are there any times or circumstances when you like to moke a non-filter cigarette?  Yes
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  10-  10-  11-  11-  14a. Are there any times or circumstances when you like to moke a non-filter cigarette?  Yes
that smoked (present brand—6a) when you changed to them? (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  10-  10-  11-  14a. Are there any times or circumstances when you like to moke a non-filter cigarette?  Yes
that smoked (present brand—6a) when you changed to them?  (DOUBLE RECORD)  Father	IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.  IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.  IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.  FILTER TIPS  13. Why do you smoke filter tips rather than non-filter tip cigarettes?  10-  10-  10-  11-  14a. Are there any times or circumstances when you like to moke a non-filter cigarette?  Yes

5a. Besides (present brand in 6a) what other filter tip ciga- rettes have you tried during the past year—by tried, I mean	19a. Are there any times or circumstances when you like to anoka: a king size cigarette?
tried at least a pack of them?	Yes12+1 (Ask-b)
Herbert Tareyton 1541	No2
Kent2	Donit know3
Superior Disk Million Street 3.	b. Under what circumstances do you like to smoke them?
Mariboro 4	N. Ottos with circumstances do lon time to sticke dieni.
Old Gold5	To 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Parliament6 (Ask b)	194-
Regent7	
Viceroy8	sample of the state of the stat
Vogue9	yts seam for the section of the sect
Winston0	Don't know14-Y
Cotte X	The state of the s
None or doubt knowY (5kip to 24)	KING AND REGULAR
b. Why do you prefer (present brand in 6a) to other brands	20a. Have you tried any filter tip cigarettes during the past year  —by tried, I mean tried at least a pack of them?
On the same of the V	Yes15=1  (Askib)
The track of the same of the s	No2 (Skip to 21)
8 17- } (5kip to 24)	b. What brands have you tried at least a pack of during the past year?
Don't know17-Y	Herbert: Tareyton 16-1 Regent 16-7
2001 Edit = 1/=1/P	Kent 2 Viceroy 8
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	L & M9
- <del></del>	Marlboro4 Winston0
KING SIZE	Old Gold 5 OtherX
10-4 (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10-4) (10	21., What:don't you like:about filter tip cigarettes?
11-	18-
Don't know11-Y  17a. Are there any times or circumstances when you like to	
amoke a regular size cigarette?	Don't know18-Y
Yes 12+1 (Askb):	22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?
Don't know 3	Yes
b. Under what circumstances do you like to smoke them?	No
We will be a second of the sec	Don't know
13+1	b. Under what circumstances do you like to moke them?
(Skip)	
14- } tc (20)	20-
marketti aran h	
Don't know14-Y /	21⊢
	21-
REGULAR SIZE	en e
<del></del>	Don't know 21-Y
IX V DV do you hereby regularies a contactor to kind	23. Just as a guess, would you expect that they will improve the
18. Why do you prefer regular-size cigarettes to king-size cigarettes?	taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter-tins?
rettes?"	they won't be able to do anything to really improve the tasse of filter tips?
rettes?"	they won't be able to do anything to really improve the taste of filter tips?  Expect taste to improve22-1
rettes?" 10	they won't be able to do anything to really improve the tasse of filter tips?

...

i din Parto Parto	Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter			•	ring this	,	1.1
f=1 o	cigarettes?			Yes			( <b>.6)</b>
f=1 o	distribution of the second of	والمراجعة المجارية فالمراجعة		No: Don't know_	: .	{ (Ski	p to 29)
	Ann. D. 183008					· · · · · · · · · · · · · · · · · · ·	
	`` ','' '' <del></del>	b. What bran	di:do:yo	u know.of th	at have b	een passe	d out?
			ь.			d.	
*).	Non-filter 2 6 0 No difference (vol). 3 7 X		Brands				Donor not
ر څ	Don't know 1983 350 t 20 14 1935 8: Y	-	passed		Donor	No im-	sold
	Which do you think is milder—filter or non-filter cigarettes?						
	(RECORD ABOVE)	Camel					
٠. ٠	Which do you think tastes better-filter or non-filter ciga-	:					
	rettes?: (RECORD ABOVE)	Chesterfield  Herbert Tareyton					
25A	things considered, which do you think does the best job	,		* 1.		-140.	
	of: filtering-a built-in filter or the tobacco itself?	Kent		55	34-1	2	
•	Built-in filter 2	Kool					
	Tobacco itself24-1	L & M					
	Both equal (vol.)	Lucky Strike		8:8	34–0	X	
	Don't know4	Marlboro		99	35-1	2	
		Old! Gold	30-	1 32-1	35-4	5	
	Now here is a list of specific things a manufactuter might do- botry to increase sales of his cigarettes among college stu-	Pall Mall	·-·	2: 2	3.5-7	8	
	ents. Which 2 or 3 of them do you think would do the most	Parliament		3 3.	35-0	X	
	o increase sales of a brand over a period of time? (HAND. (ESPONDENT WHITE: CARD):	Philip Morris		4 4	36-1	2	
		Viceroy.					
	Advertise on college radio25-1	Vogue					
	rution a goodiradio programiover:regular network:	Winston					
	Fry. to get stores around here to push his brand3	~ !!					**
A	Advertise in college paper	Other					
S	of one:5	Don't know		99.			
	Set some key students to start using his brand6	c. (ASK FOR		RAND CHEC		) Were	/ou give
_			o 11,, 1				<i>2</i> 5 · · ·
	Run campus contests with prizes	d. (ASK FOR					
	Put: on: a good TV show 8			as giving out or she) was r			
(	Give out free packages of cigarettes9			or didn't y			ession o
S	Show a documentary film of how eigarettes are:	this one w	ay, or, th	e:other?' (F	RECORD: A	ROAE	
,							
•	None or don't knowX	29. Recently ma		nges have bee em more to:t			
*	On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best- or a cigarette manufacturer to get to smoke his brand?		gestions	for other ch			
							•
	26≟						
		ı					37-
	27–						
	İ						
	Don't know27-Y				Don's	know	37-1

30. Here is a card with a list of words and phrases on it. (HAND: RESPONDENT: YELLOW CARD) Which of these	32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the
words and phrases would you say are particularly good for	best looking package? [HAND: RESPONDENT PINK: CARD]]
describing the way you feel about (Marlboro, etc.)? Any others?	b. And which has the worst looking package?
b. c. d.	*************************************
Marlboro Chesterfield Parliament Pall Mall	Best Worst
Good flavor38-140-142+144-1	
Mild 2 2 2	Camel60-162+1
Strong:333	Cavalier 2 2 Chesterfield 3 3
Too loosely packed 4 4 4 4	9.
Hard to draw on 5, 5, 5, 5	Herbert Tareyton4
Hardion your throat 6 6 6	Y5
Odd or peculiar taste 7 7 7 7	Kool66
5 Irritating advertising 8 8 8	Battering in ratific on the M
The first term of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of	Superior Annual Control Strike Strike 8
	and a restriction of the Mariboro 9
Ordinary or company	Old Gold61-163-1
Y Ordinary or common X X X X	Pall Mall22
No bad after-effectsYYY	Sie tern net wie al Parliament:
Distinctive	Philip: Morris 4
Better for your health 2 2: 2: 2:	Viceroy5
Popular with older	Vogue66
generation 3 3 3	Winston77
Notienough taste44:44	
Satisfying555	Don't know88
Tastes bad6666	
Good value for	33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind
your money	Marlboro uses, a hard package of the kind Parliament uses,
None or don't know8888	or the soft package most other cigarettes use. Which way, would you buy them?
Not familiar enough with	·· · · · · · · · · · · · · · · · · ·
brand (vol.) 9 9 9 9	Marlboro kind64-1 (Ask b & c)
31. Now here is a list of several different brands of cigarettes.  (HAND RESPONDENT PINK CARD) If you had to guess;	Parliament kind2)
which of these brands would you say a (Someone who—etc.)	Bither kind of hard (vol.) 3 (Skip to c)
would be most apt to smoke?	Soft: package4 (5kip to d)
g h.	Don't: know5 (Skip to 34)
Someone who Young L d. e.	
whole:time woman a Young studying and couple of ignit good for years out. Star business Stenog-	b. Why would you prefer the (Marlboro) (Parliament) kind
isn't good for years lout: Star business Stenog- anything else of collège athlète executive rapher	of box to the (Parliament) (Marlboro) kind of box?
Camel 46-1 48-1 50-1 52-1 54-1	Discourse of the property of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the section of the sec
Cavalier:2222	the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the constitution of the co
Chesterfield 3 3 3 3	
Herbert.	81 was to see the second with the second and the
Tareyton 4 4 4 4	Don't know66-Y
Kent5555	
Kool6666	c. (And) why would you prefer the hard box to the soft pack-
L & M 7 7 7 7	age most other cigarettes use?
Lucky Strike 8 8 8 8	and California
	67-
Mariboro 9 9 9	(Skip)  (Control of the control of t
Old Gold 47-1 49-1 51-1 53-1 55-1	34):
Pall Mall2222	Don't know68-Y
	· · · · · · · · · · · · · · · · · · ·
Parliament:3333	
Parliament:3333  Philip:Morris4444	d. Why would you prefer the soft package to the hard ones?
	d. Why would you prefer the soft package to the hard ones?
Philip: Morris44444	d. Why would you prefer the soft package to the hardlones?
Philip Mocris44444. Viceroy55555	69
Philip Mocris       4       4       4       4         Viceroy       5       5       5       5         Vogue       6       6       6       6	
Philip Mocris       4       4       4       4         Viceroy       5       5       5       5         Vogue       6       6       6       6         Winston       7       7       7       7	69

C 24 Did not become to him one signature translation sixty for	ASK EVERYONE of Transit means and a section of \$1
34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?	The same of the state of the same of the
Yes71-1 (Ash b)	36a. Do you have a college radio station?
No 2 (Skip to d)	Standarda Andre Yes 5741 (Ask b)
	No
b. How many did you buy?	b. About how often do you listen to it-almost daily, several
(write in #)	times a week, about once a week, less often than that or do you never listen to it?
By the carton	Daily57-3
Bill the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of the State of	Daily 57-3
Where did you buy them-here on campus or somewhere	Once a week5
else? And at what kind of place?	Less often6
ाम विकास प्रशासिक के अधिक स्थापन के स्थापन के अधिक स्थापन के अधिक स्थापन के अधिक स्थापन के अधिक स्थापन के अधिक	FAS:
Bought Usually	Never
yesterday buy	c. Do they have any cigarette advertising on it?
On campus	2
xx. Cafeteria or restaurant73-1	S
Campus store22	b Don't know0
Vending machine in store or	· · · · · · · · · · · · · · · · · · ·
restaurant3	37a. Do you read your college newspaper regularly, only occasionally, or practically never?
(dorm, fraternity, etc.)4	Regularly58+1)
Other54	Occasionally2
(5kip5 \vanh a)	Never3 (Skip to 38)
Off campus / to 35) . (Ask e)	b. Do they have any cigarette advertising in it?
Cafeteria or restaurant6	· · · · · · · · · · · · · · · · · · ·
	Yes58-4
Grocery or supermarket7	No5
	Don't know6
News-cigar stand or store9	c. Do they carry a column by Max Shulman in it?
Vending machine:0	Yes58-7 (Ask d)
OtherX	No8) (Skip to 38)
	Don't: know9) (Skip 10 38)
d. Where do you most often buy your cigarettes—here on cam-	d. How do you feel about the column—do you like it, dislike
pus, or somewhere else? And at what kind of place? [RE	it, or feel sort of so-so about it?
The transfer of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of	Like59-1 (5kip to t)
e. Do you usually buy them by the pack or by the carton?	Dislike2
Pack:75-1	Feel so-so3
Carton2	Never read (vol.) 4 (Ship to 38)
	5 Don't knew5
(ASKIALL MEN)	e. Why don't you like it?
352 Daniel and an annual and a state of	the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of th
35a. Do you now ever smoke a pipe (as much as once a week)?	and the second second second second
Yes	60-
No2 (Skip to 36)	
b. What brand of tobacco do you usually use?	Don't knowY
Prince Albert 55-1 Edgeworth 56-1	
Half & Half 2 George Washington 2	<ol> <li>Have you noticed what product Max: Shulman promotes? (DON'T SUGGEST ANSWERS)</li> </ol>
Velvet 3 Old Briat 3	
Sir Walter Raleigh 4 Holiday 4	"Gigarettes" (Don't know brand) 61-1
	Philip Morris2
Kentucky Club: 5 Bond Street: 5	Máriboro
Model 6 Briggs 6	Parliament4
Union Leader 7 Revelation 7	Other cigarettes
Granger8 Other8	Other products6
Don't know 9	Don't know
<b>!</b> !'	
, <b>B</b> ik	

About how often have you been listening to radio broad-	39c.: At what hours do: you: usually, watch: television?.
casts during this past winter and spring (not counting your	Morning Afternoon Evening
collège radio)-almost daily, several times a week, about	Before 8 69-6 12 - 170-1 6 - 770-7
once a week, less often than that, or not:at:all?	8 - 9 7' 1 - 2 2 7 - 8 8
Daily62-1 Several times Less often4) (5 utp	9 - 10 8 2 - 3 3 8 - 9 9 1
	10 - 11 - 9 3 - 4 9 - 10 0 11 - 12 0 4 - 5 5 After 10 X
About once a Not at all 5 to 39)	4.6
See Therese to the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of t	7 a. o. i - a. i
Comments of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second state of the second sta	A
Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two	40. Now this is all except for a couple of questions on beverage
kinds of radio programs you like the best? [HAND]	-Roughly, about how often do you drink (coffee, etc.
RESPONDENT GREEN CARDI	around this time of year-more than once a day, once
28b. 39b.	day, several: times a week, once: a week, less often than tha
Redio TV	or, never?"
Weather reports 63-1 65-1	1 24 1 12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Cassical music 2 2	Highbail  a b c or e
Straight comedy programs 3	Coffee Tea Milk cocktail Beer
Variety programs 4	Several times
The state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the s	daily 71-1 72-1 73-1 74-1 75- Once a day 2 2 2 2
News broadcasts5	Once a day
Old familiar music66	a week3!333
Popular and dance music7	Once a week: 4 4 4 4
Quiz programs 8 8	Less often
· · · · · · · · · · · · · · · · · · ·	Don't know
Sports events99	
Serial dramas00	
Serious playsXX	
Light playsY	FACTUAL
Discussions of public issues 64-1 66-1	
Religious programs 2 2	Sex: Class:
Movies XXXX 3	Male 76-1 Freshman 77-
Documentaries 4	Sophomore:
	Junior.
None5	Senior
Don't know6	Where Live:
pio et a 11	Under 16 76-3. Dormitory 77-
At what hours do you usually listen to the radio?	164 Fraternity or Sorority
	Other
Morning Afternoon Evening	D. I
efore 867-1	or Fraternity 77-
9 2 1 - 2 7 - 8 8	8 Not a member
- 10 3. 2 - 3 3. 8 - 9 9.	22-24 0 Married 77
0 • 11 4	77
1 - 125 4 - 55 After 10 X	
5:- 6:6	Location of student's home: Size of Place where student lives:
	New England
. About how often have you been watching television during:	Middle: Atlantic
this past winter and spring—almost daily, several times at week, about once at week; less often than that, or not at all?	What Name County
	South Atlantic5
Daily69-1 Several times Less often4 (Skip)	East South Central 6 25,000 - 100,000 - 25,000 - 25,000
a week 2 (Ask'b) About once Not at all 5	West South Central 7 2,500 - 25,000
Aboutionce:  a week 3/.  Not:at:all 5) tb:40)	Mountain or Pavific 8 Under 2,500 or rural
	Interviewer's Initials
Here is a list of different kinds of programs Would you	
Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two	
look through the list and then tell me which one or two- kinds of television programs you like the best?	
look through the list and then tell me which one or two	Respondent No.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_(Lucky Strikes, Philip Morris, etc.) ? Any others?

Asked of all cigarette smokers in their respective samples

		-	- III ()	TCTE TCD	Dec ota	a mampa	LC.D.					
	n de la companya de la companya de la companya de la companya de la companya de la companya de la companya de La companya de la co		Philip Morris	Winston	Marl- boros	Came1	Viceroy		Chester- field	Parlia- ment	Pall Mall	
	Number of respondents	719 (100%)	1411 (100%)	719 (100%)	1461 (100%	692 (100%)	692 (100%)	692 (100%)	742 (100%)	742 (100%)	742 (100%)	
		· · · · •	<b>%</b>	%	%	%	<b>%</b>	46	<b>%</b> :	%	<b>%</b>	
	GOOD FLAVOR	<b>3</b> 0	10	18	15	13	11	12	<b>2</b> 8:	6	36	
	MILD	T 7	15	31	24	5:	34	33	17	16	19	
	STRONG	<b>3</b> 6	1 15	6:	6	58	3	, 2	28	, <b>3</b>	18	
	TOO LOOSELY PACKED	- 16	16	*	14	18	1	6	32	-1	19	
	HARD TO DRAW ON	2	ı	23	14	2	28	23	2:	11	3	
	HARD ON YOUR THROAT	22	IO:	14	5	34	3:	2	16	· 1	10	
	ODD OR PECULIAR TASTE	. 8	<b>2</b> 6	20	13	9.	18	18	7	6:	7	
	IRRITATING ADVERTISING	<b>3</b> 4.	4	3	5	5	8	3	2	3	2:	
	SNOBBISH	-	*	*	2	_	ı	*	-:	13	*	
	TOO EXPENSIVE	1.	*	3:	5:	1	4	4.	1.	32	1.	
	ORDINARY OR COMMON	10	6	2	3	6:	3	3	9	*	6	
	NO BAD AFTEREFFECTS	8:	5.	7	7	3	6	6	6	2:	8	
	DISTINCTIVE	2	2	3	9	2	2:	3	2	14	4	
	BETTER FOR YOUR HEALTH	H -	*	8	4	*	6	7	-	- 1	1.	
	POPULAR: WITH: OLDER GENERATION	11	6	<b>*</b> :	2	16	11	1	7	<u>.</u>	ः.≛‴ुःचः. <b>3</b>	
	NOT ENOUGH TASTE	1.	- 6	16	13	1	23	27	14:	9	2	•
	SATISFYING	22	8	13,	10	8	9	8	20	4	28	
	TASTES: BAD:	7	14	7	5	12	5	<b>6</b> .	7	2	4	
	GOOD VALUE FOR YOUR MONEY	7	3	2:	4	2	2	2	8	1	15	
	NOT FAMILIAR ENOUGH WI BRAND (volunteered)	TTH 9	22:	18	32	12	20	20	8:	<b>3</b> 5:	10	
•	NONE, DON'T KNOW OR NO ANSWER	3:	<u>L</u> .	4	4	2	2	3	5 TOT	6	5	

\*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

### SUMMARY TABLE

## INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_(Lucky Strikes, Philip Morris, etc.) ? Any others?

Asked of all cigarette smokers in their respective samples

	•	Philip Morris	Winston	Marl- boros	Camel	Viceroy			Parlia.	Pall Mall
Number of respondents	110 (100%)	202 (100%)	110 (100%)		92** )(10%)	92** (100%)	92** (100%)	117	117 (100%)	117 (100%)
	%	%	%	%	96	%	%	%	<b>4</b>	%
GOOD: FLAVOR	12	23	13	13:	9	10	2	8	10	19
MILD:	10	35	30	20	3.	<b>3</b> 5	16	5	,—21	15
STRONG	444	6	6	3	53	-	-	46	_ 3	8
TOO LOOSELY PACKED	11.	13	1	1	9	1	2	9	1.	12
HARD TO DRAW ON	1	-	15	6	2	17	12	1	5	n na 🚅 shi
HARD ON YOUR THROAT	16	5:	5:	14	23	1	-:	18	2	`4
ODD OR PECULIAR TASTE	3:	2	7	6	14	5	9	2	<u>1</u> j.	2
IRRITATING ADVERTISING	1.	-	1	<del>*</del> :	-	-	-	2	•	-
SNOBBISH		-	1	2	_	1.	-	-	4	2
TOO: EXPENSIVE.	-	*	1	1	2:	14	1.	-	<b>2</b> 6	<b>. 1</b> .
ORDINARY OR COMMON	14:	9	3	2	4	1	-	4	2:	2
NO BAD AFTEREFFECTS	3	8	14.	8		5	1	2	2	4
DISTINCTIVE		14,	3	14	-:	5	1	•••	10	2
BETTER FOR YOUR HEALTH	: <del>-</del>	_	2	1	113	14	2		• 1	
POPULAR: WITH OLDER GENERATION	9	3	2	-	-	1		4	2	2
NOT ENOUGH TASTE	14	3:	8	9	3	12	15	3	5	6
SATISFYING	8	24	15	12	8	15	5	5	7	16
TASTES BAD	6	*:	5:	3.	1.	-:	8	14	2:	5
GOOD VALUE FOR YOUR MONEY	2	1.0	5	6	2	8	7.	3	<u>)</u> 2:	10
NOT FAMILIAR ENOUGH WI BRAND (volunteered)	TH: 9	4	10	<b>2</b> 2°	1	11.	25.	15	2 7 7 7	<b>11</b> . *
NONE, DON'T KNOW OR NO ANSWER	6	<b>3</b> :	11.	14.	9:	<b>7</b> i	10	3 (	3002 9	8

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Camel)? Any others?

Asked of all cigarette smokers--45% of total "B" sample:

	Total cigarette	Analyz respondent	ed by
	smokers "B" sample	Male	Female
Number of respondents	692 (100%)	482 (100%)	210 (100%)
	<b>%</b>	<b>%</b> :	<b>%</b>
STRONG	58:	يد6	53
HARD ON YOUR THROAT	34	36	29
TOO LOOSELY PACKED	18:	18:	18
POPULAR WITH OLDER GENERATION	16	15	19
GOOD FLAVOR	13	15	10
TASTES BAD	12	12	13
ODD OR PECULIAR TASTE	9	9	10
SATISFYING	8	10	5
ORDINARY OR COMMON	6	7	5:
IRRITATING ADVERTISING	5	7	2
MILD	5	5:	3!
NO BAD AFTEREFFECTS	3	3	2:
GOOD VALUE FOR YOUR MONEY	2	2	3:
DISTINCTIVE	2.	2	2:
HARD TO DRAW ON	2	2	<u>1</u>
NOT ENOUGH TASTE:	1	2	-
TOO EXPENSIVE	ı	n	- <u> </u>
BETTER FOR YOUR HEALTH	*	_	1. 00
SNOBBISH	. =	-	
NOT FAMILIAR ENOUGH WITH BRANK (volunteered)	12	8	001753005
NONE OR DON'T' KNOW	2	1	4 3

\*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent). Which of these words and phrases would you say are particularly good for describing the way you feel about (Camel): ? Any others?

Asked of all cigarette smokers--45% of total "B" sample

	Total cigarette smokers: "B" sample		Analyzed by whose colleg Sophomore		Senior
Number of respondents	692 (100%)	153 (100%)	149 (100%)	198 (10%):	192 (100%)
STRONG	<b>%</b> 58	<b>%</b> 59	<b>%</b> 63	<b>9</b> 56	<b>%</b> 57
HARD ON YOUR THROAT	34	<b>3</b> 0	38	38	30
TOO LOOSELY PACKED	18	18	10	19	23
POPULAR WITH OLDER GENERATION	116:	19	20	12	15
GOOD FLAVOR	13	12	8	17	15:
TASTES BAD	12	12	17	8:	14
ODD OR PECULIAR TASTE	9	11	13	7	7
SATISFYING	8	8:	7	11	7 :
ORDINARY OR COMMON	6	7	9	5	4:
IRRITATING ADVERTISING	5	5	6	6	24
MELD	5	7	3	5	5
NO BAD AFTEREFFECTS	3:	3	1	14	3
GOOD VALUE FOR YOUR MONEY	2	1	3	3	3 2
DISTINCTIVE	2	2	1	2	2
HARD TO DRAW ON	2	2	1	ı	2
NOT ENOUGH TASTE	1	3	-	<u></u>	3
TOO EXPENSIVE	1	-	-	2	-
BETTER FOR YOUR HEALTH	*	1.	1	-	•
SNOBBISH	-	•	•		<u> </u>
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	12:	12	13	9 2	13
NONE OR DON'T KNOW	2	1	3	2 )	] ]

\*Less than .5 per cent
Note: Percentages add to more than 100% because
respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Camel)? Any others?

Asked of all cigarette smokers--45% of total "B" sample

		idents who now smoke:				
	Total cigarette	Analyze	Other reg-		ow. smoke:	
	smokers		ular size	size	Filter-tip	
	"B" sample	Camel			cigarettes	
Number of respondents	692 (100%)	31** (100%)	194 (100%)	198 <b>(</b> 100%)	263 (10%)	
	%	%	%	%	%	
STRONG	58	32	64	57	58	
HARD ON YOUR THROAT	34	10	35:	38	33	
TOO LOOSELY PACKED	18	6	21	13	22	
POPULAR WITH OLDER GENERATION	16	16	15.	16	17	
GOOD FLAVOR	13	77	12	10	9:	
TASTES BAD	12	-	13	11	15	
ODD OR PECULIAR TASTE	9	-	14	11	6:	
SATISFYING	8:	65	9:	14	5:	
ORDINARY OR COMMON	6	6.	<u> 1</u>	7	7	
IRRITATING ADVERTISING	5		2:	7	7	
MILD	5	16	Ĭţ.	6	3.	
NO BAD AFTEREFFECTS	3	6	7	2		
GOOD VALUE FOR YOUR MONEY	2	70	3	1	2	
DISTINCTIVE	2	116	1.	1	2	
HARD TO DRAW ON	2		2	1.	2	
NOT ENOUGH TASTE	1		3	2	-	
TOO EXPENSIVE	1	-	-	1.	1	
BETTER FOR YOUR HEALTH	*	3	1	-	10	
SNOBBISH	-	-	-	<del>-</del> ·	<u> </u>	
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	12	<b></b>	11.	וביב	00175300	
NONE OR DON'T KNOW	2		2	_	<b>3</b>	
•						

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer. Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Camel)? Any others?

Asked of all cigarette smokers--46% of total Negro "B" sample

	Total cigarette smokers "B" sample
Number of respondents	92** (100%)
	<b>%</b> :
STRONG	53
HARD ON YOUR THROAT	23
POPULAR WITH OLDER GENERATION	13
GOOD: FLAVOR	9
TOO LOOSELY PACKED	9.
TASTES BAD	8
NO BAD AFTEREFFECTS	4:
ODD OR PECULIAR TASTE	Ц.
MILD	3
SATISFYING	3
ORDINARY OR COMMON	2
IRRITATING ADVERTISING	2:
HARD: TO DRAW ON	2:
GOOD: VALUE FOR: YOUR MONEY	1
SNOBBISH	-
TOO EXPENSIVE	-
DISTINCTIVE	<b></b> ·
BETTER FOR YOUR HEALTH	-
NOT ENOUGH TASTE	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9
NONE, DON'T KNOW OR NO ANSWER	3:

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

Source: https://www.industrydocuments.ucsf.edu/docs/ishk0000

1001753008

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Chesterfield) ? Any others?

Asked of all cigarette smokers--49% of total "C" sample

	Total cigarette smokers	Analyze		
	"C" sample	respondents Male	Female	
Number of respondents	742 (100%)	526 (100%)	216 (100%)	
	%	%	<b>%</b>	
TOO LOOSELY PACKED	32	32	31	-
GOOD FLAVOR	28	28	28	
STRONG	28	25:	35	
SATISFYING	20	201	21	
MILD	17	19	1:1.	
HARD ON YOUR THROAT	16	13	23:	
ORDINARY OR COMMON	9	111	6	
GOOD VALUE FOR YOUR MONEY	8:	8	7	
ODD OR PECULIAR TASTE	7	8	6	
POPULAR WITH OLDER GENERATION	7	7	7	
TASTES BAD	71	7	5	
NO BAD AFTEREFFECTS	6	6	7	
NOT ENOUGH TASTE	14:	5	<b>1</b> .	
DISTINCTIVE	. 2	2	2	
IRRITATING ADVERTISING	2	3	•	10(
HARD TO DRAW ON	2	2	*	01753009
TOO EXPENSIVE	1	1	*	S
SNOBBISH	-	-	• •	00
BETTER FOR YOUR HEALTH	-		<del></del>	Ö
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	o: 8	5	14	
NONE OR DON'T KNOW	2	2:	1	

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.
Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Chesterfield)? Any others?

Asked of all cigarette smokers--49% of total "C" sample

	Total cigarette smokers "C" sample		Analyzed by whose colleg Sophomore		Senior
Number of respondents	742 (10%)	169 (10%)	207 (100%)	<b>2</b> 02 (100%)	164 (100%)
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
TOO LOOSELY PACKED	32	34	31	35: , -	<b>2</b> 8
GOOD FLAVOR	<b>2</b> 8	36	24	25	28
STRONG	28:	22	31	24	35
SATISFYING	20:	28	18.	16:	20
MILD	17	20	13	19	16
HARD ON YOUR THROAT	16	12:	16	18	18
ORDINARY OR COMMON	9	111	11	9	7
GOOD: VALUE FOR: YOUR. MONEY	8	9	5:	8	10
ODD: OR: PECULIAR: TASTE:	7	6	11	4	7
POPULAR WITH OLDER GENERATION	7.	7	7	6	9
TASTES BAD	7	5:	6	8:	7
NO BAD AFTEREFFECTS	6	9	9	2:	6
NOT ENOUGH TASTE	141	2	<b>3</b>	7	3
DISTINCTIVE	2		-	14	5
IRRITATING ADVERTISING	2	5	-	2	1.
HARD TO DRAW ON	2	1	-	3	2 2
TOO EXPENSIVE	1	2	ı	1	<sup>∞</sup> 1 - 1
SNOBBISH		-		- 6	7 -
BETTER FOR YOUR HEALTH	-		-	-	20 -
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	8	7	12	5	6
NONE OR DON'T KNOW	2	-	1	2	4

Note: Percentages add to more than 100% because some respondents gave more than one answer. Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Chesterfield). Any others?

Asked of all cigarette smokers--

	Total: cigarette smokers "C" sample	Chester- field	d by respond Other reg- ular size cigarettes	Other king size	Filter-tip
Number of respondents	742 (100%)	113 (100%)	166 (100%)	177 (100%)	278 (100%)
	<b>%</b>	<b>%</b>	<b>%</b>	%:	<b>%</b>
TOO LOOSELY PACKED	<b>3</b> 2	19	30	28	41
GOOD FLAVOR	28	81	21	21	15
STRONG	<b>28</b> °	8	32	31	32 `
SATISFYING	20	73	12	15	8
MILD:	17	32	19	14	11
HARD: ON YOUR THROAT	16	1	14	15	25
ORDINARY OR: COMMON	9:	9:	7	10	10
GOOD: VALUE' FOR: YOUR MONEY	8:	32	3:	5:	4
ODD OR PECULIAR TASTE	7	-	1/3:	11	4
POPULAR WITH OLDER GENERATION	<b>7</b> ·	14	<b>.</b>	7	10
TASTES BAD:	7	-	11.	8	6
NO BAD AFTEREFFECTS	6.	19	6	3:	3.
NOT ENOUGH TASTE	14;		7	` ı	5
DISTINCTIVE	2	<b>L</b>	2	3	*
IRRITATING ADVERTISING	2	-	1	2	3
HARD TO DRAW ON	2	-	14	2	1
TOO EXPENSIVE	1	-	1	2	1
SNOBBISH	-	-	-	-	•
BETTER: FOR YOUR: HEALTH	-	-	-	-	-:
NOT FAMILIAR ENOUGH WITH BRANE (volunteered)	8	 -	2	5.	16
NONE OR DON'T KNOW	2		ı	3	5.

\*Less: than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

## INTERVIEWS IN NEGRO COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_(Chesterfield) ? Any others?

Asked of all cigarette smokers--59% of total Negro "C" sample

		Total cigarette = mokers "C" sample
	Number of respondents	117 (100%)
		%
	STRONG	46
	HARD ON YOUR THROAT	18
	TOO LOOSELY PACKED	9
	GOOD FLAVOR	8
	MILD	5
	SATISFYING	5
	TASTES: BAD	4.
	POPULAR WITH OLDER GENERATION	4.
	ORDINARY OR COMMON	4.
zma	NOT ENOUGH TASTE	3
	GOOD VALUE FOR YOUR MONEY	3
	NO BAD AFTEREFFECTS	2
	IRRITATING ADVERTISING	2
	ODD OR PECULIAR TASTE	2
	HARD TO DRAW ON	1
	SNOBBISH	<b>-</b>
	TOO EXPENSIVE	-
	DISTINCTIVE	-
	BETTER FOR YOUR HEALTH	•
	NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	15
	NONE OR DON'T KNOW	3,

1001753012

1001753013

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_(L & M)\_\_\_? Any others?

Asked of all cigarette smokers--45% of total "B" sample

	Total cigarette		ed: by
	smokers: "B" sample	respondent Male	s who are: Female
Number of respondents	692 (100%)	482 (100%)	210 (100%)
	<b>%</b>	<b>%</b> :	%
MILD	33	31.	38 -
NOT ENOUGH TASTE	27	28	24 -
HARD TO DRAW ON	23	22	25.
ODD OR PECULIAR TASTE	18	17	20
GOOD FLAVOR	12	10	16:
SATISFYING	8:	5	13
BETTER FOR YOUR HEALTH	7	5	10
NO BAD AFTEREFFECTS	6:	24.	111
TASTES BAD	6	6.	5
TOO LOOSELY PACKED	6	14	9
TOO EXPENSIVE	14	5.	3
DISTINCTIVE	3.	74	2:
ORDINARY OR COMMON	3.	3	2:
IRRITATING ADVERTISING	3	4	*
STRONG	2	2:	3
HARD: ON YOUR: THROAT!	2	2:	2
GOOD: VALUE FOR: YOUR MONEY	2	<b>1</b> :.	<u>1</u> 4:
POPULAR WITH OLDER GENERATION	1	1	*
SNOBBISH	*	-	*
NOT FAMILIAR ENOUGH WITH BRAN	D: 20	23	12
NONE, DON'T KNOW OR NO ANSWER	3:	4	3

\*Less than .5 per cent

30. Here is a card with a list of words and phrases on it. (Card shown respondent)
Which of these words and phrases would you say are particularly good for describing the way you feel about (L & M) ? Any others?

Asked of all cigarette smokers--45% of total "B" sample

Total cigarette smokers Analyzed by respondents "B" whose college class is: Freshman Sophomore Junior Senior sample 692: Number of respondents (100%)(100%)(100%)(100% (100%)% ø MILD NOT ENOUGH TASTE HARD TO DRAW ON ODD OR PECULIAR TASTE GOOD FLAVOR SATISFYING BETTER FOR YOUR HEALTH NO BAD AFTEREFFECTS TASTES BAD TOO LOOSELY PACKED TOO EXPENSIVE DISTINCTIVE ORDINARY OR COMMON. IRRITATING ADVERTUSING STRONG HARD ON YOUR THROAT 2: GOOD VALUE FOR YOUR MONEY IJ. POPULAR WITH OLDER GENERATION SNOBBISH NOT FAMILIAR ENOUGH WITH BRAND 23. (volunteered) NONE, DON'T KNOW OR NO ANSWER 

\*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (L & M) 7 Any others?

Asked of all cigarette smokers--45% of total "B" sample

	Total	Analyzed by respondents w			now smoke:
	cigarette smokers "B" sample	L & M	Other filter-tip cigarettes	Regular size cigarette	King size s cigarettes
Number of respondents	692 (100%)	48** (100%)	215 (100%)	225 (100%)	198 (100%)
	<b>%</b> .	96	<b>%</b>	%	%
MILD	33	73	28	33	27
NOT ENOUGH TASTE	27	2	27	25	34
HARD TO DRAW ON	23		19	27	30:
ODD OR PECULIAR TASTE	18	21	21	17	20
GOOD FLAVOR	12	52	11	8	5
<b>SA</b> TISFYING	8	60	6	2	14
BETTER FOR YOUR HEALTH	7	17	5:	8	6
NO BAD AFTEREFFECTS	<b>6</b> :	27	14.	8.	2
TASTES: BAD	6	-	7	5	7
TOO LOOSELY PACKED	6	10	7	3	6
TOO EXPENSIVE	4.	6:	2:	5:	5
DISTINCTIVE	3	7	<u>4</u> .	4	2
ORDINARY OR COMMON	3	14.	<b>1</b> i.	2	5
IRRITATING ADVERTISING	3	-:	3	3!	3
STRONG	2		6		<b>-</b>
HARD ON YOUR THROAT	2	-	4	1	O 2
GOOD: VALUE FOR: YOUR MONEY	2	17	1	-	<b>1</b>
POPULAR WITH OLDER GENERATION	1	2:	1	1.	රු යා -
SNOBBISH	*	-	<del>*</del> :	-	- 530 <b>1</b> 5
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	_	18	29	<b>(1</b> 7
NONE, DON'T KNOW OR NO ANSWER	3:	-	5	1	6 .

\*Less than .5 per cent

Source: https://www.pndastryconuments.tbspeansdassysrk0000

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

## INTERVIEWS: IN: NEGRO: COLLEGES

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about. (L.& M) ? Any others?

Asked of all cigarette smokers--46% of total Negro "B" sample:

Total

	Cigarette smokers "B" sample:
Number of respondents	92** (100%)
	<b>≸</b> :
MILD	16
NOT ENOUGH TASTE	15
HARD TO DRAW ON	12
ODD: OR: PEXULIAR TASTE	9
TASTES: BAD	8
GOOD VALUE FOR YOUR: MONEY	7
SATISFYING	5:
BETTER: FOR YOUR HEALTH:	2
TOO: LOOSELY PACKED	2
GOOD: FLAVOR-	2
TOO: EXPENSIVE	1
NO BAD AFTEREFFECTS	1
DISTINCTIVE	1
STRONG	
HARD: ON YOUR: THROAT	-
IRRITATING ADVERTISING	-
SNOBBISH	-
ORDINARY OR COMMON	-:
POPULAR WITH OLDER: GENERATION	
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	<b>2</b> 5
NONE OR DON'T KNOW	10

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because,
some respondents gave more than one answer.

1001753016

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes)? Any others?

Asked of all cigarette smokers--47% of total "A" sample

	tan in the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the second of the secon			
3	්ර ද්යක්ණී අත්තුරුත් මුර පතරළට ආශ්රි	Total cigarette	Ana	lyzed by
	and the state of the same of t	smokers		ents who are:
		"A" sample	Male	Female
·	Number of respondents	719 (100%)	492 (100%)	227 (100%)
:		\$	%	<b>%</b>
	STRONG Company of the DSAM COM	36	32	45
	GOOD FLAVOR	30:	35:	21
	HARD ON YOUR THROAT	22:	22	24
	SATISFYING	22:	26:	13
	TOO LOOSELY, PACKED	16	13	25
	POPULAR: WITH OLDER GENERATION	10.	9	15
	ORDINARY: OR COMMON	10:	10:	10
	ODD OR PECULIAR TASTE	8.	9:	7
	NO BAD AFTEREFFECTS	8.	8	7
	MILD:	7	9	3
	TASTES BAD	7	5	10
	GOOD: VALUE FOR: YOUR MONEY:	7	7	5
	IRRITATING ADVERTISING	14	14	4
	HARD: TO: DRAW. ON	2	2:	2
	DISTINCTIVE	2	1	2
	NOT ENOUGH TASTE	11	1	1
	TOO EXPENSIVE	1	I.	*
	SNOBBISH		-	-
	BETTER FOR YOUR HEALTH	•	-	-
	NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9:	<b>7</b> ·	15
	NONE: OR: DON'T' KNOW	3	3	2:

\*Less than .5 per cent.
Note: Percentages add to more: than 100% because some respondents gave more: than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes)? Any others?

Asked of all cigarette smokers--47% of total "A" sample

	Total cigarette smokers		Analyzed by whose colleg	e class is:	
	"A" sample	Freshman	Sophomore	Junior	Senior
Number of respondents	719 (100%)	180 (100%)	174 (100%)	171 (10%)	19 <sup>1</sup> 4 (100%)
	<b>%</b>	<b>%</b> .	<b>%</b>	<b>%</b>	4
STRONG	36	31	29	46	<b>3</b> 9
GOOD FLAVOR	30	31	36	26	<b>2</b> 9
HARD ON YOUR THROAT	22	21	18	<b>2</b> 8	22
SATISFYING	22	25	<b>2</b> 6:	15	23
TOO LOOSELY PACKED	16	16	23	16	12
POPULAR WITH OLDER GENERATION	11	11	12:	13	8
ORDINARY OR COMMON	10	15	7	6.	10
ODD OR PECULIAR TASTE	8:	6	7	12	9
NO BAD AFTEREFFECTS	8	6	10	6:	9,
MIAD	7	7	10	6	6
TASTES BAD	7	7	5	8	6
GOOD VALUE FOR YOUR MONEY	7	6:	12	<b>3</b>	5
IRRITATING ADVERTISING	4.	4	<b>3</b> :	4.	6
HARD: TO DRAW ON	2	2:	1	2	<u>ئ</u> ب
DISTINCTIVE	2	1,	1	- 6	3 1
NOT ENOUGH TASTE	1	II.	1	ı.	<u>j</u> 5
TOO EXPENSIVE	1	-	-	3 -	<u> </u>
SNOBBISH	-	<b>-</b>	-	- }	<b>3</b> -
BETTER FOR YOUR HEALTH	-		-	- Q	<b>)</b> -
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9	11.	8	7	10
NONE OR DON'T KNOW	3	2	3	3	3

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes)? Any others?

Asked of all cigarette smokers--47% of total "A" sample

	•	Analyzed by respondents who now smoke			
	Total cigarette smokers "A" sample	Lucky Strikes	Other regular size cigarettes	King size cigarettes	Filter- tip cigarettes
Number of respondents	719 (100%)	104	105 (100%)	194 (100%)	308 (100%)
	<b>%</b>	%	%	<b>%</b> :	- %
STRONG	<b>3</b> 6:	17	42	3.7	- 41
GOOD FLAVOR	30	74	19	<b>3</b> 5	17
HARD ON YOUR THROAT	22	-	27	20:	30.
SATISFYING	22	72	9	22	10
TOO LOOSELY PACKED	16	10	11.	16	21
POPULAR WITH OLDER GENERATION	11	3.	10	111	14
ORDINARY OR COMMON	10	9	10	9:	11
ODD: OR: PECULIAR: TASTE	8	-	19	9	7
NO BAD AFTEREFFECTS	8	22	-	9	5
MILD	7	16	5	11	3
TASTES: BAD	7	-	6	8	8
GOOD VALUE FOR YOUR MONEY	7	19	8	24	14
IRRITATING ADVERTISING	14	2	6	5	14
HARD TO DRAW ON	2	-	8	11	2
DISTINCTIVE	2	14	1	2.	1
NOT ENOUGH TASTE	ı	•.	3	3	*
TOO EXPENSIVE	1	<b></b> :	-	2.	<u>0</u>
SNOBBISH		-	•	-	<b>7</b> -
BETTER FOR YOUR HEALTH	•	-	-	-	ယ်။ ယ်။ ~
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9	<b>-</b>	10	6	* * 4
NONE OR DON'T KNOW	3	2	4.	2	4.

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_(Lucky Strikes) ? Any others?

Asked of all cigarette smokers--54% of total Negro "A" sample

	 Total cigarette smokers "A" sample
Number of respondents	110 (100%)
	%
STRONG	1414
HARD ON YOUR THROAT	16
GOOD FLAVOR	12
TOO LOOSELY PACKED	111
MILD	10
POPULAR WITH OLDER GENERATION	9:
SATISFYING	8:
TASTES BAD	6
ORDINARY OR COMMON	${m \Sigma}_{\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!$
NOT ENOUGH TASTE	14
NO BAD AFTEREFFECTS	3:
ODD OR PECULIAR TASTE	3
GOOD: VALUE FOR YOUR MONEY.	2
HARD TO DRAW ON	1.
IRRITATING ADVERTISING	1
SNOBBISH	
TOO: EXPENSIVE	-
DISTINCTIVE	-
BETTER FOR YOUR HEALTH	-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	9
NONE, DON'T KNOW OR NO ANSWER	6

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001753020

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Marlboros)? Any others?

Asked of all cigarette smokers--48% of total "A" & "C" sample.

	Total cigarette smokers "A" & "C" sample	Analyz respondent Male	ed by s who are: Female
Number of respondents	1461 (100%)	1018 (100%)	443 (100%)
	%	%	<b>%</b>
MILD	24	24.	23
GOOD FLAVOR	15	14	19
HARD TO DRAW ON	14	14	14
ODD OR PECULIAR TASTE	13	14.	9
NOT ENOUGH TASTE	13:	13	12
SATISFYING	10	9	13
DISTINCTIVE	9	10	9
NO BAD AFTEREFFECTS	7	6	9
STRONG	6:	5	9:
TOO EXPENSIVE	5.	6	5
TASTES BAD	5	4.	<b>6</b>
IRRITATING ADVERTISING	5	6	2:
HARD ON YOUR THROAT	5	5	5
TOO LOOSELY PACKED	14	4.	5.
GOOD VALUE FOR YOUR MONEY	4	<u>1</u> 4.	5.
BETTER FOR YOUR HEALTH	241	4.	4
ORDINARY OR COMMON	3	3	2
POPULAR WITH OLDER GENERATION	2	2	3
SNOBBISH	2	3	2
NOT FAMILIAR ENOUGH WITH BRANK (volunteered)	32° 32°	32	33
NONE, DON'T KNOW OR NO ANSWER.	4.	5	2

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_(Marlboros) ? Any others?

Asked of all cigarette smokers--48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C"		Analyzed by whose colleg		
	sample	man	omore	Junior	Senior
Number of respondents	1461 (100%)	349 (100%)	381 (100%)	373 (100%)	358 (100%)
	<b>%</b> :	%	<b>%</b>	<b>%</b> :	- %
MILD	24	23	22	22	28
GOOD FLAVOR	15	17	15	14	16
HARD TO DRAW ON	14:	13	15	12	16
ODD: OR: PECULIAR TASTE	13	13	14	14	9:
NOT ENOUGH TASTE	13	16	14	12	9
SATISFYING	10	10	8.	12	10
DISTINCTIVE	9	10	11	5	<b>1</b> 1
NO BAD AFTEREFFECTS	7	7	6	10	6:
STRONG	6	5	8.	7	6
TOO EXPENSIVE	5.	4	6	7	5.
TASTES: BAD	5	7	5:	5	3.
IRRITATING ADVERTISING	5	2	14	6	<b>7</b> .
HARD ON YOUR THROAT	5	5	6	14	4
TOO LOOSELY PACKED	14	7	4	3	4
GOOD VALUE FOR YOUR MONEY	4	3	5	4.	4
BETTER FOR YOUR HEALTH	<u>1</u> 4	3	3	2	7
ORDINARY OR COMMON	3	3	3	2	4
POPULAR WITH OLDER GENERATION	2	3	3	2	1
SNOBBISH	2	2	2	3	3
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	32:	33	30°	32	36
NONE, DON'T KNOW OR NO ANSWER	14	5	3	6 5	5

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Marlboros)? Any others?

Asked of all cigarette smokers--48% of total "A" & "C" sample

	Total cigarette					
	smokers "A" & "C" sample	Marlboros	Other filter-tip cigarettes		King size cigarettes	
Number of respondents	1461 (100%)	97** (100%)	489 (100%)	433 (100%)	426 (100%)	
	<b>%</b>	%	<b>%</b> :	%	_ \$	
MILD	24	61	21.	23.	19	
GOOD FLAVOR	15	69	17	8	18	
HARD TO DRAW ON	14	6	6	20:	20	
ODD OR PECULIAR TASTE	13	-	12	117	12	
NOT ENOUGH TASTE	13	1	6	19	17	
SATISFYING	10	61	12	2	14	
DISTINCTIVE	9	14	10	9	8	
NO BAD AFTEREFFECTS	7	- 36	7	Щ	5	
STRONG	6	112	11	2	14	
TOO EXPENSIVE	5:	111	14	4	<b>7</b> °	
TASTES BAD	5:	-	3	5:	7	
IRRITATING ADVERTISING	5:	3	6.	4	5	
HARD ON YOUR THROAT	5	8	5	3	14	
TOO LOOSELY PACKED	14.	7	5:	3.	4	
GOOD VALUE FOR YOUR MONEY	14.	31	3	*	2:	
BETTER FOR YOUR HEALTH	4.	20	2:	3	<b>⊢</b> 2	
ORDENARY OR COMMON	3.	4	4	3	00 <b>1</b>	
POPULAR WITH OLDER GENERATION	2	1	1	1	· +	
SNOBBISH	2	-	1	3	<b>2</b> 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	32	-	29	36	³ 49 753023	
NONE, DON'T KNOW OR NO ANSWER	4	-	5	5:	<u>2</u> 2	

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unrelliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_(Marlboros) ? Any others?

Asked of all cigarette smokers--57% of Negro "A" & "C" sample

Number of respondents	•••	Total cigarette smokers "A" & "C" sample 227 (100%)
MILD		7º' 20:
GOOD FLAVOR		13
SATISFYING		12
NOT ENOUGH TASTE		
		9 <sup>.</sup> 8
NO BAD AFTEREFFECTS		6
HARD TO DRAW ON		<del>-</del>
GOOD VALUE FOR YOUR MONEY		6
ODD OR PECULIAR TASTE		6
HARD: ON YOUR: THROAT		74
DISTINCTIVE		7+:
TASTES BAD		3
STRONG		3
SNOBBISH		2
ORDINARY OR COMMON		2
TOO EXPENSIVE		1
BETTER FOR YOUR HEALTH		1
TOO LOOSELY PACKED		1
IRRITATING ADVERTISING		*
POPULAR WITH OLDER GENERATION		-
NOT FAMILIAR ENOUGH WETH BRAND (volunteered)		22
NONE, DON'T KNOW OR NO ANSWER		14

\*Iess than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

1001753024

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_(Pall Mall) ? Any others?

Asked of all cigarette smokers--49% of total "C" sample

· ·	Total cigarette smokers "C" sample		zed by ss who are: Female	
Number of respondents	742 (100%)	526 (100%)	216: (100%)	
	<b>%</b>	%	<b>%</b>	
GOOD FLAVOR	36	35	40	
SATISFYING	28	27	301 -	
MILD	19	20	17	
TOO LOOSELY PACKED	19	16	27	
STRONG	18:	16	25	
GOOD VALUE FOR YOUR MONEY	15	16	13	
HARD ON YOUR THROAT.	10	9	12	
NO BAD AFTEREFFECTS	8:	7	9	
ODD OR PECULIAR TASTE	<b>7</b> .	6:	8	
ORDINARY OR COMMON	6	6	6	
DISTINCTIVE	<b>4</b>	5:	3	
TASTES BAD	4.	3:	5	
POPULAR WITH OLDER GENERATION	3	4	2	
HARD TO DRAW ON	3	14	1.	
IRRITATING ADVERTISING	2	2	3	
NOT' ENOUGH TASTE	2	2.	2	
TOO EXPENSIVE	1	2.	**	
BETTER FOR YOUR HEALTH	1	1.	. O	
SNOBBISH	*:	-	* 7	
NOT FAMILIAR ENOUGH WITH BRAN	10	10	1753025	
NONE OR DON'T KNOW	<b>5</b> :	6	2: <b>U</b>	

\*Less than .5 per cent

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Pall Mall) ? Any others?

Asked of all cigarette smokers--49% of total "C" sample

Total cigarette Analyzed by respondents: smokers: HC H whose college class is: sample Freshman Sophomore Junior Senior Number of respondents (100%) (100%)(100%)(100%)(100%)ø, % GOOD FLAVOR SATISFYING 30: 21. MILD TOO LOOSELY PACKED STRONG GOOD VALUE FOR YOUR MONEY HARD ON YOUR THROAT 9: NO BAD AFTEREFFECTS ODD OR PECULIAR TASTE 11. ORDINARY OR COMMON DISTINCTIVE TASTES BAD POPULAR WITH OLDER GENERATION HARD TO DRAW ON li. IRRITATING ADVERTISING NOT ENOUGH TASTE TOO EXPENSIVE BETTER FOR YOUR HEALTH SNOBBISH NOT FAMILIAR ENOUGH WITH BRAND (volunteered) NONE OR DON'T KNOW 3:

\*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_(Pall Mall) ? Any others?

Asked of all cigarette smokers--

	Total	Analyzed by respondents who now smoke			
	cigarette smokers "C" sample	Pall Mall	Other king size cigarettes		Filter-tip
Number of respondents	742 (100%)	1160 (100%)	72** (100%)	22 <sup>1</sup> 4 (100%)	278 (100%)
	<b>%</b>	%	%	<b>%</b>	<b>%</b>
GOOD: FLAVOR	36	78	31	25	23
SATISFYING	28'	75	19	16	14
MILD	19	29	29	17	13
TOO LOOSELY PACKED	19	18	21	17	22
STRONG	18	6	31	15	25
GOOD VALUE FOR YOUR MONEY	15	<b>3</b> :3:	4	15	8
HARD ON YOUR THROAT	10:	3	8:	8:	15
NO BAD AFTEREFFECTS	8	19	-	7	14
ODD OR PECULIAR TASTE	7	1	21	6	6
ORDINARY OR COMMON	6	4,	<b>-</b>	7	7
DISTINCTIVE	4	8	Ц.	2	4
TASTES BAD	4	-	7	5	5
POPULAR WITH OLDER GENERATION	3	<b></b> .	-	8	3
HARD TO DRAW ON	3:	1	-	7	2
IRRITATING ADVERTISING	2	2	-	3:	3
NOT ENOUGH TASTE	2		-	5	1
TOO EXPENSIVE	1	2:	-	2	0 1
BETTER FOR YOUR HEALTH	1		-	<b>-</b>	
SNOBBISH	*	-	1	-	<u> </u>
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	10	-	6	11.	753027
NONE OR DON'T KNOW	5	3.	14.	4	6

\*Less than .5 per cent.

\*\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

Source: https://www.industrydocuments.ucst.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_\_\_(Pall Mall) ? Any others?

Asked of all cigarette smokers-59% of total Negro "C" sample:

	<b></b> .	Total cigarette smokers "C" sample
Number of respondents.		117 (100%)
		<b>%</b>
GOOD FLAVOR		19
SATISFYING		16
MILD		15
TOO LOOSELY PACKED		12
GOOD VALUE FOR YOUR MONEY		10
STRONG		8:
NOT ENOUGH TASTE		6
TASTES BAD		5
NO BAD AFTEREFFECTS		14
HARD ON YOUR THROAT		14
ODD OR PECULIAR TASTE		2
SNOBBISH		2
ORDINARY OR COMMON		2
DISTINCTIVE		2
POPULAR WITH OLDER GENERATION		2
TOO EXPENSIVE		1.
HARD TO DRAW ON		₹.
IRRITATING ADVERTISING		₩.
BETTER FOR YOUR HEALTH		-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)		11
NONE OR DON'T KNOW		8

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Parliament)? Any others?

Asked of all cigarette smokers--

	Total cigarette smokers "C" sample	Analyz respondent Male	
Number of respondents	742 (100%)	526 (100%)	216 (100%)
	<b>%</b> .	<b>%</b>	<b>%</b> :
TOO EXPENSIVE	32	32	31
MILD	16	14	19
DISTINCTIVE	14	16	1.1.
SNOBBISH	13	14	12
HARD TO DRAW ON	11	10:	13
NOT ENOUGH TASTE	9	8	10
ODD OR PECULIAR TASTE	6	5	9
GOOD FLAVOR	6	5:	7
SATISFYING	<u>1</u> ;	4	5
POPULAR WITH OLDER GENERATION	74.	14:	3
STRONG	3	3	4
IRRITATING ADVERTISING	3	<b>1</b> 4	2
NO BAD AFTEREFFECTS	2	2	ı
TASTES: BAD:	2	2	3:
HARD ON YOUR THROAT	$\mathfrak{v}$	1	2
TOO LOOSELY PACKED	1	1	1
GOOD VALUE FOR YOUR MONEY	ı	1	1.
BETTER FOR YOUR HEALTH	וו	1	* 00
ORDINARY OR COMMON	*	*	- 72
NOT FAMILIAR ENOUGH WITH BRAI (volunteered)	ND: 35	34	* - 38 a
NONE OR DON'T KNOW	6	8:	2 8

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_(Parliament)\_\_\_? Any others?

Asked of all cigarette smokers--4% of total "C" sample

	Total cigarette smokers "C" sample		Analyzed by whose colleg Sophomore		
Number of respondents	742 (100%)	169 (100%)	207 (100%)	202 (100%)	164 (100%)
	%	<b>%</b> ;	<b>%</b> .	%	*
TOO EXPENSIVE	32	28:	<b>3</b> 5:	<b>3</b> 3	31
MILD	16	20:	14.	17	12
DISTINCTIVE	14	11	17	14	13
SNOBBLSH	13	18:	11	11:	15
HARD TO DRAW ON	11	8:	14	8.	14
NOT' ENOUGH TASTE	9	13	7	7	7
ODD OR PECULIAR TASTE	6	7	5:	6	7
GOOD FLAVOR	6	5	8:	14:	5
SATISFYING	4.	5	6	3	2
POPULAR WITH OLDER GENERATION	$\underline{r}_{\!\!\!4}$ .	3	$Y_{4}$ .	6	1
STRONG	3	1	6	3	2
IRRITATING ADVERTISING	3.	14.	3.	2	3
NO BAD AFTEREFFECTS	2	3:	<b>1</b> 1.	1	3
TASTES BAD	2	14	1	2	Ú.
HARD ON YOUR THROAT	1.	2	*	3	<b>,</b>
TOO LOOSELY PACKED	1.	-	*	2	1.
GOOD VALUE FOR YOUR MONEY	1	-	-	1	<u> 2</u> -
BETTER FOR YOUR HEALTH	1	Am.	1.	1	00
ORDINARY OR COMMON	*	1		-	<u> </u>
NOT FAMILIAR ENOUGH WITH BRAND (Volunteered)	<b>3</b> 5:	39	34	32	001753030
NONE OR DON'T KNOW	6	4	14,	11	ရွှဲ <sub>6</sub>

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent). Which of these words and phrases would you say are particularly good for describing the way you feel about. (Parliament) ? Any others?

Asked of all cigarette smokers--49% of total "C" sample:

	Total	Analyzed by respondents who now smoke:				
	cigarette smokers "C" sample	Parliament	Other filter-tip cigarettes		King size cigarettes	
Number of respondents	742 (100%)	1** (100%)	277 (100%)	224 (100%)	232 (100%)	
	<b>%</b> :	%	<b>%</b> :	40	<b>%</b> :	
TOO EXPENSIVE	32	-	29:	34	34	
MILD	16	-	17	16	15	
DISTINCTIVE	14	100	12	115	16	
SNOBBISH	13	-	14	119:	7	
HARD TO DRAW ON:	11	-	9	8	16	
NOT ENOUGH TASTE	9	-	5.	14	8	
ODD OR PECULIAR TASTE	6	<b>-</b> :	14	7	9	
GOOD FLAVOR	6	100	8	5:	3	
SATISFYING	4	100	6	5.	1	
POPULAR WITH OLDER GENERATION	4	-	3	4	14	
STRONG	3:	-	6:	1	2	
IRRITATING ADVERTISING	3	-	4	3	3	
NO BAD AFTEREFFECTS	2	-	2:	2	2:	
TASTES BAD	2:	-	1	4	1.	
HARD ON YOUR THROAT	1	-	2:	2	-	
TOO LOOSELY PACKED	1	•.	11.	1	1	
GOOD VALUE FOR YOUR MONEY	1	-	1	1		
BETTER FOR YOUR HEALTH	1	<b></b> -	-	1.	2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
ORDINARY OR COMMON	*		-	-	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	35	-	<b>3</b> 8	34	<b>3</b> 4	
NONE OR DON'T KNOW	6	-	14.	5	8	

\*Less than .5 per cent.

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

Source: https://www.esponetryto.goventenecthaduoneca/jsheb000

30. Here is a card with a list of words and phrases on it. (Card shown respondent)

Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_\_(Parliament) ? Any others?

Asked of all cigarette smokers -- 5% of total Negro "C" sample

	400	Total cigarette smokers "C" sampl
Number of respondents		117 (100%)
		%
TOO EXPENSIVE		26
MILD		21
GOOD FLAVOR		10
DISTINCTIVE		10
SATISFYING		7
HARD TO DRAW ON		5
NOT ENOUGH TASTE		5
ODD OR PECULIAR TASTE		4.
SNOBBISH		14
STRONG		3:
HARD ON YOUR THROAT		2
ORDINARY OR COMMON		2
NO BAD AFTEREFFECTS		2
POPULAR WITH OLDER GENERATION		5.
TASTES BAD		2
GOOD: VALUE: FOR YOUR MONEY		2:
TOO: LOOSELY PACKED		1
BETTER FOR YOUR HEALTH		1
IRRITATING ADVERTISING		-
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)		19
NONE OR DON'T KNOW		9

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001753032

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Philip Morris). ? Any others?

Asked of all cigarette smokers--46% of total "A" and "B" sample

	Total cigarette smokers "A" and "B"		zed by	
Number of respondents	1411 (100%)	Male 974 (100%)	Female 437 (100%)	
	%	%	%	
ODD OR PECULIAR TASTE	26	30	18 -	
TOO LOOSELY PACKED	16	18	12: -	
MILD	15	18	8	
STRONG	15	12	21	
TASTES BAD	14	14	13	
GOOD FLAVOR	10	11	10	
HARD ON YOUR THROAT	10:	9:	בוב	
SATISFYING	8	9:	7	
POPULAR WITH OLDER GENERATIO	n 6	5:	91	
NOT ENOUGH TASTE	6.	7	3	
ORDINARY OR COMMON	6.	6:	5	
NO BAD AFTEREFFECTS	5	6	4.	
IRRITATING ADVERTISING	$\mathcal{Y}_{\mathbf{i}}$ .	4	3	
GOOD VALUE FOR YOUR MONEY	3	3	1.	
DISTINCTIVE	2	3	1	
HARD TO DRAW ON	1	1.	1 _	٠.
TOO EXPENSIVE	*	1.	* 5	2
BETTER FOR YOUR HEALTH	*	1.	* +	ر ا
SNOBBISH	<b>*</b> :	*	- 3	1
NOT FAMILIAR ENOUGH WITH BRA	55; MD:	17	* 1750033	ን እ
NONE OR DON'T KNOW	4.	14:	5: 5:	

\*Iess than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Philip Morris)? Any others?

Asked of all cigarette smokers--46% of total "A" & "B" sample:

	Total cigarette smokers: "A" & "B" sample	Freshman	Analyzed by myhose college Sophomore	-	Senior
Number of respondents	1411 (100%)	333 (100%)	323 (100%)	369 (100%)	386 (100%)
	<b>%</b>	%	%	%	*
ODD OR PECULIAR TASTE	26	21	23	27	32
TOO LOOSELY PACKED	16	13	16	13	22
MILD	15	15	14	13	19
STRONG	15	14	14	17	15
TASTES BAD	14	15	11	17	11
GOOD FLAVOR	10	12	11	10	9
HARD ON YOUR THROAT	10	10	6	11	11
SATISFYING	8	8	8	8	8
POPULAR WITH OLDER GENERATION	6	6:	7	6:	7
NOT ENOUGH TASTE	6	5	4	5	9
ORDINARY OR COMMON	6	6	5	7	5
NO BAD AFTEREFFECTS	5	<b>7</b> :	5	7	3
IRRITATING ADVERTISING	14	5	5:	3	3
GOOD VALUE FOR YOUR MONEY	3	3	1+	2	2
DISTINCTIVE	2	I.	3	<b>)</b>	2
HARD TO DRAW ON	1	1.	2	*	2
TOO EXPENSIVE	*	-		2	Nagh C e
BETTER FOR YOUR HEALTH	*	1.	*	1	<u> </u>
SNOBBISH	*	ı	<b>**</b>	-	00
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	22	26	<b>2</b> 6	18.	100175303
NONE OR DON'T KNOW	Ц.	5	14	4	3 (2)

\*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about. (Philip Morris)? Any others?

Asked of all cigarette smokers--

	Total	Analyzed by respondents who now smoke:			
	cigarette smokers "A" & "B" sample	Philip Morris (R & K)	Other regular size cigarettes	Other king size cigarettes	Filter- tip cigarettes
Number of respondents	1411 (100%)	45** (100%)	398 (100%)	383 (10%)	571 (100%)
	%	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
ODD OR PECULIAR TASTE	<b>2</b> 6	-	33	3.4	19:
TOO LOOSELY PACKED	16	<b></b>	20	17	14
MILD:	15	444	16	17	11.
STRONG	15	9	11	12	20
TASTES' BAD	14	<b>**</b> 1	15	14	13
GOOD: FLAVOR	10	66	11	8	7:
HARD ON YOUR THROAT	10:	_	10	8	11.
SATISFYING	8:	56	7	7	6
POPULAR WITH OLDER GENERATION	6	241	5	5:	9
NOT ENOUGH TASTE	6	-	10	5:	4
ORDINARY OR COMMON	6	-	6	6	6
NO BAD AFTEREFFECTS	5	56	14.	3	4
IRRITATING ADVERTISING	$\underline{\mu}$	-	6	2	14
GOOD VALUE FOR YOUR MONEY	3	33!	2	2	<u>,</u> 1
DISTINUTIVE	2	2	2	3	2
HARD TO DRAW ON	1.	-	3.	1	1
TOO EXPENSIVE	*	~	-	1	1
BETTER FOR YOUR HEALTH	*	_	1.	1	
SNOBBISH	*	-	1	1	- خبر
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	22	-	17	18:	1001753
NONE OR DON'T KNOW	4,	-	4	3	<b>7</b> 5

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Philip Morris)? Any others?

Asked of all cigarette smokers--51% of total Negro "A" & "B" sample

·	Total cigarette smokers "A" & "B" sample	•
Number of respondents	202: (100%)	, .
	<b>%</b>	
MILD	<b>3</b> 5	1
SATISFYING	24	
GOOD FLAVOR	23	
TOO LOOSELY PACKED	13	
GOOD VALUE FOR YOUR MONEY	10	
ORDINARY OR COMMON	9	
NO BAD AFTEREFFECTS	8	
STRONG	6	
HARD ON YOUR THROAT	5	
DISTINCTIVE	$\mathbf{L}_{\mathbf{i}}$	
NOT ENOUGH TASTE	3	
POPULAR WITH OLDER GENERATION	3	
 ODD OR PECULIAR TASTE	2	
TOO EXPENSIVE	*	, .
TASTES' BAD	*	
HARD: TO DRAW ON	-	
IRRITATING ADVERTISING	-	İ
SNOBBISH	-	
BETTER FOR YOUR HEALTH	-	Ì
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	14	
NONE: OR: DON'T: KNOW	<b>3</b> :	Ć

\*Iess than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

Asked of all cigarette smokers--45% of total "B" sample

en en en en en en en en en en en en en e	Total cigarette smokers	Analyzed by respondents who are:		
	"B" sample	Male	Female	
Number of respondents	692 (100%)	482 (100%)	210 (100%)	
	<b>%</b>	<b>%</b> :	%	
MILD	34	31.	40	
HARD TO DRAW ON	28	29	26	
NOT' ENOUGH TASTE	23	25	18	
ODD OR PECULIAR TASTE	18	16	22:	
GOOD FLAVOR	11	6.	23	
SATISFYING	9.	5	19	
IRRITATING ADVERTISING	8	9	6	
NO BAD: AFTEREFFECTS	6	5	10	
BETTER: FOR YOUR: HEALTH	6:	14	10	
TASTES BAD	5	5:	4	
TOO EXPENSIVE	14	<b>5</b> <sup>:</sup>	3	
ORDINARY OR COMMON	3.	3	3	
HARD ON YOUR THROAT	3	2	3	
STRONG	3	2	4	
DISTINCTIVE	2:	2	2	
GOOD VALUE FOR YOUR MONEY	2:	1	14	
SNOBBISH	1.	2	-	
POPULAR WITH OLDER GENERATION	N. 1.	1	*	
TOO LOOSELY PACKED	1.	1:	*	
NOT' FAMILIAR: ENOUGH WITH BRAT (volunteered)	ND 20	23	12	
NONE OR DON'T KNOW	2	1	3:	

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Viceroy)? Any others?

Asked of all cigarette smokers--45% of total "B" sample

Total cigarette Analyzed by respondents: smokers  $^{\mathbf{n}}\mathbf{B}^{\mathbf{n}}$ whose college class is: Sophomore Junior Senior sample Freshman Number of respondents (100%)(100%)(100%)(100%)(100%)% % do ø MILD HARD TO DRAW ON NOT ENOUGH TASTE 14. ODD OR PECULIAR TASTE GOOD FLAVOR SATISFYING IRRITATING ADVERTISING NO BAD AFTEREFFECTS BETTER FOR YOUR HEALTH ŀ. TASTES BAD TOO EXPENSIVE ORDINARY OR COMMON HARD ON YOUR THROAT STRONG 3: 3. DISTINCTIVE' GOOD VALUE FOR YOUR MONEY SNOBBISH POPULAR WITH OLDER GENERATION TOO LOOSELY PACKED NOT FAMILIAR ENOUGH WITH BRAND (volunteered) NONE OR DON! I KNOW 

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_(Viceroy)\_\_? Any others?

Asked of all cigarette smokers--45% of total "B" sample

	Total	Analyzed by respondents who now smoke:			
	cigarette smokers "B" sample	Viceroy	Other filter-tip cigarettes	Regular size cigarettes	King size cigarettes
Number of respondents	692 (100%)	66** (100%)	197 (100%)	225 (100%)	198 (100%)
	<b>%</b> :	%	<b>%</b>	%	<b>%</b>
MILD)	34	83	30:	23	33
HARD TO DRAW ON	28	9.	24	27	40
NOT ENOUGH TASTE	23	3	15	30:	<b>2</b> 9
ODD OR PECULIAR TASTE	18	3	21.	1/3	26
GOOD FLAVOR	11	5:5:	17	1	2
SATISFYING	9	62	10	11	-
IRRITATING ADVERTISING	8	2	11	7	8
NO BAD AFTEREFFECTS	6	27	5:	5	2
BETTER FOR YOUR HEALTH	6	12:	4:	5	8
TASTES BAD	5	-	8	2.	6
TOO: EXPENSIVE:	14	6	2	6	5
ORDINARY OR COMMON	3.	3	3	4!	3:
HARD ON YOUR THROAT	3.	2	3	3	4.
STRONG	3	2	5.	3	1
DISTINCTIVE	2	2	2:	1	5
GOOD VALUE FOR YOUR MONEY	2	9:	1	2	1
SNOBBISH	1		-	14	-
POPULAR WITH OLDER GENERATION	1		2	1.	10
TOO: LOOSELY PACKED	1	-	-	1.	0 2
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	20	-	10	35	1001753039
NONE OR DON'T KNOW	2	-	14	*:	2

\*\*Percentages based on less than 100 cases are often unreliable. Note: Percentages add to more than 100% because

Source: https://www.padaata/centente.utbahedaed.eos//enk0000

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_\_(Viceroy) ? Any others?

Asked of all cigarette smokers--46% of total Negro "B" sample

Number of respondents	Total cigarette smokers "B" sample	-
	(100%)	
	<b>%</b> :	٠
MILD	<b>3</b> 5	<i>*</i>
HARD TO DRAW ON	17	
SATISFYING	115	
NOT ENOUGH TASTE	12	
GOOD: FLAVOR	10:	
GOOD VALUE FOR YOUR MONEY	8:	
ODD OR PECULIAR TASTE	5	
NO BAD: AFTEREFFECTS	5	
DISTINCTIVE	5	
BETTER FOR YOUR HEALTH	<b>1</b> 4:	
TOO EXPENSIVE	14:	
TOO LOOSELY PACKED	1	
HARD ON YOUR THROAT	1	
SNOBBISH	ı	."
ORDINARY OR COMMON	1	1(
STRONG	~	1003
IRRITATING ADVERTISING	-	
POPULAR WITH OLDER GENERATION	-	ರ ಟ
TASTES BAD	-	L753040
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	11	Ö
NONE OR DON'T KNOW	7	

\*\*Percentages based on less than 100 cases are often unreliable...

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

1001753041

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about \_\_\_(Winston) ? Any others?

Asked of all cigarette smokers--47% of total "A" sample

	Total cigarette smokers "A" sample	Analyzeo respondents Male	
Number of respondents	719 (100%)	492 (100%)	227 <b>(</b> 100%)
	%	<b>%</b> :	%
MILD	31.	30:	32
HARD TO DRAW ON	53	22	23
ODD: OR PECULIAR TASTE	20	17	26
GOOD FLAVOR	18	15	22
NOT ENOUGH TASTE	16	17	14
SATISFYING	13	10	18
BETTER FOR YOUR HEALTH	8	7	9
NO BAD AFTEREFFECTS	<b>7</b> .	7	7
TASTES BAD	<b>7</b> .	5:	10
STRONG	6	6	8
HARD ON YOUR THROAT	4	<b>4</b> .	5:
IRRITATING ADVERTISING	3:	3	3:
TOO EXPENSIVE	3:	<b>3</b> :	3:
DISTINCTIVE	3	<b>3</b> :	4
GOOD VALUE FOR YOUR MONEY	2	1	4
ORDINARY OR COMMON	2	2:	3.
POPULAR WITH OLDER GENERATION	*	*	*
SNOBBISH	*	*	-
TOO LOOSELY PACKED	*	-	*
NOT FAMILIAR ENOUGH WITH BRAN (volunteered)	18 D	22:	10
NONE OR DON'T KNOW	4	5	3

\*Less than .5 per cent

NONE OR DON'T KNOW

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Winston)? Any others?

Asked of all cigarette smokers--47% of total "A" sample

Total cigarette smokers Analyzed by respondents HA" whose college class is: Sophomore Junior Senior sample Freshman Number of respondents (100%)(100%) (100%)(100%) (100%)% % % % MILD HARD TO DRAW ON ODD OR PECULIAR TASTE GOOD FLAVOR NOT ENOUGH TASTE SATISFYING BETTER FOR YOUR HEALTH NO BAD AFTEREFFECTS 111. TASTES BAD STRONG HARD ON YOUR THROAT IRRITATING ADVERTISING 2: TOO EXPENSIVE DISTINCTIVE GOOD VALUE FOR YOUR MONEY ORDINARY OR COMMON POPULAR WITH OLDER GENERATION  $\mathbb{L}$ SNOBBISH TOO LOOSELY PACKED NOT FAMILIAR ENOUGH WITH BRAND (volunteered) 

> \*Less than .5 per cent ntages add to more than 100% be

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Which of these words and phrases would you say are particularly good for describing the way you feel about (Winstons)? Any others?

Asked of all digarette smokers--47% of total "A" sample

	Total cigarette smokers		Other filter-tip	Regullar size	King <b>si</b> ze
Number of respondents	"A" sample 719 (100%)	Winston 79** (100%)	<u>cigarettes</u> 229 (100%)	209 (100%)	194 (100%)
	%	<b>%</b>	%	%	%
MILD	31	62:	24	24	34
HARD TO DRAW ON	23,	3	11	30	38
ODD OR PECULIAR TASTE	201	נו	22	19	25
GOOD FLAVOR	18	76	19	6	6
NOT ENOUGH TASTE	16	1	7	24	25:
SATISFYING	13	65	11	1	5:
BETTER FOR YOUR HEALTH	8	18	10	7	1
NO BAD AFTEREFFECTS	7	22	6°	141	6
TASTES BAD	7	-	10	<u> 1</u> 41	9
STRONG	6	-	14	2	5:
HARD ON YOUR THROAT	<u>1</u> 4.	-	8	ı	5
IRRITATING ADVERTISING	3	<del></del> -	3	. 6	2
TOO EXPENSIVE	3	3	2	4	3
DISTINCTIVE	3	141	3.	14:	. 2
GOOD VALUE FOR YOUR MONEY	2	15:	1	-	. · 1
ORDINARY OR COMMON	2	4	4	*	1
POPULAR WITH OLDER GENERATION	*	_	••	1	1
SNOBBISH	*	-	-:	1	<u> </u>
TOO LOOSELY PACKED	*	-	*	-	000
NOT FAMILIAR ENOUGH WITH BRAND (volunteered):	18		14	30	1001753043
NONE OR DON'T KNOW	14	_	7	8	$\mathcal{Q}_{1}$

\*Less than .5 per cent

\*\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

30. Here is a card with a list of words and phrases on it. (Card shown respondent) Whilch of these words and phrases would you say are particularly good for describing the way you feel about (Winston)? Any others?

Asked of all cigarette smokers--54% of total Negro "A" sample

	Total cigarette smokers "A" sample
Number of respondents	110
	<b>%</b> :
MILD	30
SATISFYING	15
HARD TO DRAW ON	15
GOOD: FLAVOR	13
NOT ENOUGH TASTE	8
ODD OR PECULIAR TASTE	7
STRONG	6
HARD ON YOUR THROAT	5
TASTES BAD	5 <sup>;</sup>
GOOD VALUE: FOR: YOUR: MONEY:	5
NO BAD AFTEREFFECTS	<b>4</b> .
ORDINARY OR COMMON	3
DISTENCTIVE	3
BETTER FOR YOUR HEALTH	2
POPULAR: WITH OLDER GENERATION	2:
TOO LOOSELY PACKED:	1
IRRITATING ADVERTISING	1
SNOBBISH	1
TOO EXPENSIVE	1.
NOT FAMILIAR ENOUGH WITH BRAND (volunteered)	10
NONE, DON'T KNOW OR NO ANSWER	11

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1753044

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_\_(truck driver, debutante, etc.) would be most apt to smoke?

Asked of all cigarette smokers in their respective samples:

				Ę	<b>-</b>		Someone: who	
Warehouse of	Truck driver		Doctor	Young business executive			time studying and isn't good for amything	Young married woman a couple of
Number of respondents	1411 (100%)	1411	<b>7</b> 19 (100%)	1461 (100%)	1461 (10%)	1434 (100%)	1434 (10%)	-1434 (100%)
	%	%	%	d'	%	%	<b>%</b>	%
CAMEL	49	1	15	7	3	10:	6:	1
CAVALIER	*	1		1	1.	*	2	1
CHESTERFIELD	12	2	15	18	9	12	9	7
HERBERT TAREYTON	1	115	3	6	4	*	<u>t</u> .	8
KENT	*	6	8	3	2	2	3	2
KOOL	*	*	2	-	1.	1.	3	*
L & M	*	7	9	6	16	3.	6:	12
LUCKY STRIKE	36	1	9	14	6	19:	10	2
MARLBORO	1	7	5	6	6	2	4.	7
OLD GOLD	2	*	2	2	, 1	1	2:	*
PALL MALL	2	6	6	12	17	3	11	21
PARLIAMENT	*	33	6	9	2	*	2	4
PHILIP MORRIS	3	*	14	5	3	וג	3.	2
VICEROY	*	10:	10	6	18	3	9;	18
VOGUE	-:	15	*	*:	1	*	1	1
WINSTON	<del>X</del> ·	14	7	9	12	3	7	11
NONE	*	*	1	*	*	34	6:	1 -
DON'T KNOW OR NO ANSWER	<b>1</b> 4.	5	8	8	7	8	19.	1001753
	Maka . W	<del>)</del>	Less th	ian 5 per	cent			

some respondents gave more than one answer.

Note: Percentages add to more than 100% because

## SUMMARY TABLE INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_\_\_ (truck driver, debutante, etc.) would be most apt to smoke?

Asked of all cigarette smokers in their respective samples:

			1011 1.0	opecure b	ump I C S			
Number of	Truck driver		Doctor	Young business executive		Star athlete	Someone who spends whole time studying and isn't good for anything else	Young married woman a couple of years out of college
respondents	202 (100%)	202 (100%)	110 (100%)	227 (100%)	227 (100%)	209 (100%)	209 (100%)	209 (100%)
	<b>%</b> :	%	%	9/2	%	%	<b>%</b>	<b>%</b>
CAMEL.	50	2	16	5	1.	5	12	<u> </u>
CAVALIER	-	2	-	1	1	*	1	1
CHESTERFIELD	119	1.	6	8	3	6	6	5 6
HERBERT TAREYTON	*	7	7	11	6	1	2	6
KENT	*	3	6	2	4.	2	1	1
KOOL	1	1	2	-	4	6	5	2
L & M	*	6	5	2	5	2	4	5
LUCKY STRIKE	23	*	5	9	2	8	6	1
MARLBORO	-	7	14	7	10	2	2	8
OTD: COID	*	1	2	1	*	*	3	<b>★</b>
PALL MALL	3:	8	5	9	9	8	13	9
PARLIAMENT	-	23	16	11.	3	1.	ı	7
PHILIP MORRIS	7	3:	110:	115	111	15	14	9
VICEROY	*:	19	7:	7	22:	14	10	37
VOGUE	-	20	-:	2'	ı	-	*:	2
WINSTON	1	4.	6	9:	13	8	7	12
NONE	*:	*	2.	וב	*	19:	14	3 -
DON'T KNOW OR NO ANSWER	1	2:	2	5	8.	5	14	100

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (truck driver) would be most apt to smoke?

Asked of all cigarette smokers--46% of total "A" & "B" sample

40 <i>p</i>	Total cigarette smokers	Anallyz	ed by
	"A" & "B" sample	respondent Male	s who are: Female
Number of respondents	1411 (100%)	974 (100%)	437 (100%)
	%	<b>%</b>	<b>%</b>
CAMEL	49	51.	44,
LUCKY STRIKE	36.	36	37
CHESTERFIELD	12	12	11
PHILIP MORRIS	3	14:	2
OLD GOLD:	2:	2	14
PALL MALL	2!	2	2
MARLBORO	11.	1	I
HERBERT TAREYTON	1	1	1
WINSTON	<del>X</del> :	1.	*
CAVALIER	*	*	1
VICEROY	*	*	*
KENT	*:	*	<del>X</del> :-
KOOL	*	*	<b>¥</b> ;
L & M	*	*	-
PARLIAMENT	*	<del>X</del> :	-
VOGUE		-	-
NONE	*	*	*
DON'T KNOW OR NO ANSWER	4.	5.	14

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands to guess, which of these brands would you say

Asked of all cigarette smokers--

	Total cigarette smokers "A" & "B" sample	Philip Morris (R & K)	Analyz Marlboro	ed by Qua	Question 6a: Chester- field (R & K)	
Number of respondents	1411 (100%)	45** (100%)	108 (100%)	50** (100%)	180 (100%)	
	%	%	<b>%</b>	<b>%</b> :	<b>%</b>	
CAMEL	49	49	56	48	51	
LUCKY STRIKE	36	42	37	μO	38	
CHESTERFIELD	12	11	12	10	ונב	
PHILIP MORRIS	3	$1_{\downarrow}$	$\mathcal{L}_{\!H}$	14	2:	
OLD GOLD	2	-	3.	-	3	
PALL MALL	2	<b>*</b> :	1	$\mathcal{L}_{\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!$	3	
MARLBORO:	1		2	2	1.	
HERBERT' TAREYTON	1	2:	-	4	2	
WINSTON	*	-	~	14	-	
CAVALIER	*	-	2	-:	-	
VICEROY	*	-	-	-	1	
KENT'	*	-	-	-		
KOOL:	<b>.</b>	-	-	-	10	
L & M	<del>*</del> : -	~	-	-		
PARLIAMENT	<del>*</del> :	<del></del> .	-	-	75	
VOGUE	-	<del>-</del>	-	~	753048	
NONE	*	<del>-</del>	-	~	<b>∞</b> -	
DON'T KNOW OR NO ANSWER	4.	14	1	<b>-</b>	3	

\*\*Less than \*\*Percentages based on less than Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you had a (truck driver) would be most apt to smoke?

46% of total "A" & "B" sample

L & M (R & K)	Lucky Strike	Pall Mall	Viceroy	Winston	Other non-filter (R & K)	Other filter (R: & K)
136 (100%)	222 (100%)	282 <b>(</b> 100%)	133 <b>(</b> 100%)	145 (100%)	47** (100%)	49** (1100%)
%	<b>%</b>	%	%	%	<b>%</b>	<b>%</b>
50	<b>5</b> 3	45	42	52	4;3:	39
36	33	35	36	30:	32	49.
13:	9	<u>1</u> 4	10	7	19	10
7	1	3,	4:	3	14.	4.
3:	1	1	2	6	9	-
1	-	5	5:	2	<b>40</b> 1	-
-	2'	1	2:	3	••:	**
ı	-	-	-	_	14	-
<b>-</b>	1	-	••:	1	-	2
2	-	1	-	-	-:	<b></b> .
<b>→</b>		1		-	-	-
<b>**</b>		1	-	1	4.	<b>-</b> '
~	11.	1		-	-	-
-	1	1	-	-	32	- ,
-	1	-	<del>-</del> -	-	-	- (
-	-	-	_	-	-	<del>-</del> •
1.	<b>-</b> .	1	-	11.	-	
4	7	5 <sup>,</sup>	11	5	_	_ 3

<sup>•5</sup> per cent

<sup>100</sup> cases are often unreliable.

some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (truck driver) would be most apt to smoke?

Asked of all cigarette smokers--46% of total "A" & "B" sample:

	Total cigarett		Analyzed by respondents who now smoke:			
	smokers "A" & "B sample	Regular size	King size cigarettes	Filter- tip		
Number of respondents	1411 (100%)	(100%)	392 (100%):	571 (100%)		
,	<b>%</b>	%	%	<b>%</b>		
CAMEL	49	50	47	49		
LUCKY STRIKE	36	35	36	<b>3</b> 6		
CHESTERFIELD	12	12	12	10:		
PHILIP MORRIS	3:	2:	3:	Ц.		
OLD GOLD:	2	1	3	3		
PALL MALL	2:	1.	14	2		
MARILBORO	1	2	1	2:		
HERBERT TAREYTON	1	11.	1	*		
WINSTON	*	ı	-	1		
CAVALIER	*	•	1	1		
VICEROY	*	*	1	•		
KENT	*	*	1	<i>.</i> *: ★:		
KOOL	*	*	-	*		
L & M	*	*	1	-		
PARLIAMENT	*	*	-	-		
VOGUE		-	-	10		
NONE	*	<b>-</b> :	1	<b>01</b> *		
DON'T KNOW OR NO ANSWER.	¥Logg then 5'n	4.	5	· * 5		

\*Less than .5 per cent:
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (truck driver) would be most apt to smoke?

Asked of all cigarette smokers-51% of total Negro "A" & "B" sample

	Totall cigarette smokers "A" & "B"		Analyzed by respondents who are:		
	sample	Male	Female		
Number of respondents	202 (100%)	115 (100%)	87** (100%)		
<b>\</b>	<b>%</b>	96	%		
CAMEL	50	51	48		
LUCKY STRIKE	23	23	24		
CHESTERFIELD	19	17	22		
PHILIP MORRIS	7	11	2		
PALL MALL	3:	6.	<del>-</del> ·		
KOOL	1 _	1	ונ		
WINSTON	1	2	-		
HERBERT TAREYTON	*·	1	<b>*</b>		
KENT	*·	1	-		
L. & M	*	<b></b>	1.		
OLD GOLD	*	-	1.		
VICEROY	*.	1.	<b>38</b>		
CAVALIER	-	-	<b>-</b> .		
MARIBORO:	-	~			
PARLIAMENT	-	-	-		
VOGUE	-	-	-:		
NONE	*	-	1		
DON'T KNOW OR NO ANSWER	1	-	3:		

\*Less than .5 per cent

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Asked of all cigarette smokers--46% of total "A" & "B" sample

· ·	Total cigarette smokers "A" & "B" sample	Analyzed by -respondents who are: Male Female		
Number of respondents	1411 (100%)	974 (100%)	437 (100%)	
N.	%.	<b>%</b> :	<b>%</b>	
PARLIAMENT'	33 <sup>-</sup>	<b>3</b> 5	31.	
HERBERT TAREYTON	15	17	11.	
VOGUE	15	13	18	
VICEROY	10	9	11	
MARLBORO:	7	6	9	
L & M	7	7	7	
PALL MALL	6	8	3	
KENT	6.	6	5:	
WINSTON	14	5	14.	
CHESTERFIELD	2	2	1	
CAVALIER	1	2	1	
CAMEL	1	1		
LUCKY STRIKE	1.	1	1	
PHILIP MORRIS	*	*	*	
KOOL	<del>X</del> :	*	*	
OLD GOLD	<del>*</del> :	*	**	
NONE	<del>X</del> :	•	*	
DON'T KNOW OR NO ANSWER	5	5	5	

\*Hess than .5 per cent.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (debutante) would be most apt to smoke?

Asked of all cigarette smokers--46% of total "A" & "B" sample

	Total cigarette	Analyzed by respondents who now smoke:			
	smokers "A" & "B" sample	Regular size	King size cigarettes	Filter- tip	
Number of respondents	1411 (100%)	434 (100%)	392 (100%)	571 (100%)	
	%	<b>%</b>	%	%	
PARLIAMENT	33:	29	34	36	
HERBERT TAREYTON	15	16	14:	15	
VOGUE	15	15	12	17	
VICEROY	10	11	10	9	
MARLBORO	7	7	7	6	
L & M	7	7	6	6	
PALL MALL	6	6	9	5	
KENT	6	5	5	6	
WINSTON	14	6	5	3	
CHESTERFIELD	<b>2</b> °	1).	2	2	
CAVALTER	1	1.	2	<b>1</b> i	
CAMEL	1	1	-	1.	
LUCKY STRIKE	1.	1	1	* 🛌	
PHILIP MORRIS	*	*:	-	* 00	
KOOL	*	<del>*</del> :	1	01753053	
OLD GOLD	*	••:	ı	- 30	
NONE	*	<b>-</b> .	•	* 3	
DON'T KNOW OR NO ANSWER	5	5	14	6	

\*Iess than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands to guess, which of these brands would you say

Asked of all cigarette smokers--

	Total cigarette smokers	Philip	Analy	zed by Question 6a: Chester-			
	"A" & "B" sample	Morris (R & K)	Marlboro	Camel	field (R & K)		
Number of respondents	1411	45** (100%)	108:	50** (100%)	180 (100%)		
	<b>%</b>	<b>%</b> .	<b>%</b> :	%	<b>%</b>		
PARLIAMENT	33	29	32:	30	_ 34		
HERBERT TAREYTON	15	$\mathcal{Y}_{\hat{\mathbf{I}}^{(i)}}$	18	18	13		
VOGUE	15	20	25	12	16		
VICEROY	10	27	9	8	6		
MARLBORO	7	<b>11</b> .	9	141	7		
L & M	7	4	6	10	6		
PALL MALL	6	9:	10	4.	9		
KENT	6	-	6:	12:	14:		
WINSTON	4	4.	יב	12	14		
CHESTERF IELD	2:	-	-	-	1		
CAVALIER	ı	-	2	2	6		
CAMEL	1.	-	-	8	-		
LUCKY STRIKE	1.	~	2	-	10		
PHILIP MORRIS	*	2:	2	-	01		
KOOL	*	-	-	-	अं -		
OLD GOLD	*	<b>-</b>	-	-	01753054		
NONE	*		-	~	<b>1</b> - <b>1</b>		
DON'T KNOW OR NO ANSWER	5	2	2	4	. 6		

\*Less than

\*\*Percentages based on less than

Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you had a (debutante) would be most apt to smoke?

46% of total "A" & "B" sample

respondents	whose	present	regular	brand	is:

L & M (R & K)	s whose pres Lucky Strike	Pall Mall	Viceroy	Winston	Other non-filter (R & K)	Other filter (R & K)	
136 (100%)	222 (100%)	282 (100%)	133 (100%)	145 (100%)	47** (100%)	49** (100%)	
<b>%</b> ,	%	<b>%</b>	96	<b>%</b>	<b>%</b> :	ø _	
39	27	37	41.	3,01	19:	35	
16	18	14	8	16	21	20	
22	12	12:	9	12	13	18	
14	14	10	20	3	21	8:	
7	8	5	3	6	15	8:	
10	6	<b>7</b> .	<b>2</b> :	7	9	6	
2	6	7.	2:	8	113.	-	
7	6	5	4.	8	4	2	
1	6	5.	1:	10		$1_{\mathbf{i}!}$	
-	1:	2	3	14.	4.	-	
-		*	1.	3:	-	-	
<b></b>	-	-	-	3:	4	***	
	2	*	-	-	-	-	1001
<del>-</del> ·	-	-	-		-	•	01
	**	1.	-	-	2:	den -	75
-	-	1.	-	-	-	<b>-</b>	1753055
-	-	-	-	-	-	2	- ८१
3	5	14	11	8	<b>4</b> .	-	

<sup>•5</sup> per cent

100 cases are often unreliable.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (debutante) would be most apt to smoke?

Asked of all cigarette smokers--51% of total Negro "A" & "B" sample

	Total cigarette smokers "A" & "B"	Analyzed by -respondents who are:			
	sample	Male	Female		
Number of respondents	202 (100%)	115 (100%)	87** (100%)		
	%	<b>%</b> .	%		
PARLIAMENT	23	23	24		
VOGUE	20	17	24		
VICEROY	19	23	14		
PAIL MAIL	8	8	8		
MARLBORO:	7	11	2		
HERBERT TAREYTON	7	11.	<b>Ž</b>		
L & M	6.	5	7		
WINSTON	14.	14	3:		
KENT	3:	4	2		
PHILIP MORRIS	3	2	5		
CAMEL	2	3	1		
CAVALIER:	2	3	1		
CHESTERFIELD	П	2	1		
KOOL	1	1	2		
OLD GOLD	1.	3	•		
LUCKY STRIKE	*	1	-		
NONE.	*	-	I.		
DON'T KNOW OR NO ANSWER	2	1.	3		

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

1001753056

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (doctor) would be most apt to smoke?

> Asked of all cigarette smokers--47% of total "A" sample:

	Total cigarette smokers "A" sample	Analyz respondent <u>Male</u>	zed by is who are: Female
Number of respondents	719 (100%)	492 (100%):	227 (100%)
	%	<b>%</b>	<b>%</b> :
CAMEL	15	17	13
CHESTERFIELD	15	14	117
VICEROY	10:	11	7
L & M	91	9	11
LUCKY STRIKE	9'	10	6
KENT	8:	8	9
WINSTON	7	7	6.
PALL MALE	6	7	14
PARLIAMENT	6	7	4
MARLBORO	5	5	14
PHILIP MORRIS	Ц.	14	14
HERBERT TAREYTON	3	3	3
OLD GOLD	2:	2	2
KOOF	2:	1	4
VOGUE	*	-	*
CAVALIER	-	-	
NONE	1	1	3
DON'T KNOW OR NO ANSWER	8	8.	7

\*Less than .5 per cent

Note: Percentages add to more than 100% because some respondents gave more than one answer.

31. Now here is a list of several different brands had to guess, which of these brands would you

Asked of all cigarette smokers--

	Total	Db 47 4	Analyz	Analyzed by Question 6a:			
	cigarette smokers "A" sample	Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)		
Number of respondents	719 (100%)	24** (100%)	50** (100%)	19 <del>**</del> (100%)	92** (100%)		
•	<b>%</b>	<b>%</b> .	%	%	<b>%</b>		
CAMEL	15.	4.	8	42	18		
CHESTERFIELD	15:	29	10	11	14		
VICEROY	10	<b>-</b>	8:	11	17		
L & M	9	17	10	-	5:		
LUCKY STRIKE	9	8	-:	26	2		
KENT	8	17	18:		14		
WINSTON	7	-	8:	11	5:		
PALL: MALL	6	17	8	111	7		
PARLIAMENT	6:	-	8:	•	4		
MARILBORO	5	-	30:	11	<del>-</del>		
PHILIP MORRIS	4	8		<b>A.S</b> :	13		
HERBERT TAREYTON	3	-	14	5:	2		
OLD GOLD	2:	-	2	11	<b>1</b>		
KOOL	2	8	4	(	3 1		
VOGUE	*	_	-	- •	<u>.</u> -		
CAVALIER.	-	-	-	- 0	21. 25		
NONE	1	-	lų	- 6	1 57 30 7 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
DON'T KNOW OR NO ANSWER	8:	8.	12	5	9:		

\*\*Less than \*\*Percentages based on less than Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you say a \_\_(doctor) would be most apt to smoke?

47% of total "A" sample

respondents	whose	present	regular	brand	is:

L & M: -(R & K)	Lucky Strike	Pall Mall	Viceroy	Winston	Other non-filter (R: & K)	Other filter (R & K)
88** (100%)	104 (100%)	138 (100%)	67** (100%)	79** (100%)	26** (100%)	24** (100%)
<b>%</b> :	<b>%</b> :	· %:	<b>%</b> :	%	%	%
11	14:	14	10:	27	15:	17
12	20	14	113	14	19	8
9	12	7	25	1.	<b>-</b> .	14:
22	8	6	9	14	12:	8
3	14:	12	7	11	15:	14.
10	15	6	6	1	14.	12
1.	5	24	7	22:	14	12
3	4,	12		5	-	12
8	6	91	3.	6	-	14,
7	5	Цų	6	6	-	14:
5:	-	141	31	<u> 14</u> .	-	12
5	5	2	-	1	8:	14:
- 3	14	1.	$1_{\!\Psi}$	-	-	-
2:	-	2	ע	1	<u>)</u> †:	-
-	1	-	-	<del>-</del> ·	-	-
-		-	-		-	-
3	-	5	3	<del>-</del> ·	-	-
10	6	4.	10	8:	23:	-

<sup>•5</sup> per cent

<sup>100</sup> cases are often unreliable.

some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (doctor) would be most apt to smoke?

Asked of all cigarette smokers--47% of total "A" sample

	Total	Analyzed by respondents who now smoke:			
	cigarette smokers "A" sample	Regular size	King size cigarettes	Filter- tip	
Number of respondents	719 (100%)	209 (100%)	194 (100%)	308 (100%)	
	96	<b>%</b> :	%	<b>%</b>	•
CAMEL	15	16	16	15	
CHESTERFIELD	15	16	18	12	
VICEROY	10	13	6	10	
L & M.	9	8	6	11	
LUCKY STRIKE	9	12	9	6:	
KENT	8	10	6	8	
WINSTON	7	5:	$\Sigma_{\mathbf{L}_1}$	10	
PAIL MAIL	6	6	10	5	
PARLIAMENT	6	5	6	6	
MARLBORO	5	3:	3	7	
PHILIP MORRIS	4.	5	5	14	
HERBERT TAREYTON	3	14	3	3	
OLD GOLD	2	3:	1	2:	
KOOL	2	-	$\mathcal{V}_{\mathbf{h}_i}$	2:	7
VOGUE	*	*	-	- 0	)
CAVALIER	-	-	-	17.	
NOME.	1	<b>-4</b>	2	101753060	
DON'T KNOW OR NO ANSWER	8	9:	5	9: 0	

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (doctor) would be most apt to smoke?

Asked of all cigarette smokers--54% of total Negro "A" sample

	Total cigarette smokers		zed by ts who are:
	"A" sample	Male	Female
Number of respondents	110 (100%)	52** (1100%)	58** (100%)
	<b>%</b> :	%	<b>%</b>
CAMEL	16	15:	17 -
PARLIAMENT	16	23	10
PHILIP MORRIS	10	13	7
VICEROY	7	8:	7
HERBERT TAREYTON	7	4	10
CHESTERFIELD	6	4.	9
WINSTON	6	8.	5
KENT	6	5.	7
LUCKY STRIKE	5	14	- 5
PALL MALL	5	4.	5
L & M	5	14.	5
MA'RLBORO	14,	**	7
OLD GOLD	2	<u>4</u> .	-
KOOL	2	2	2
CAVALIER	-	-	- 5
VOGUE	-	-	- ခွဲ
NONE	2	-	- 20 3 - 00
DON'T KNOW OR NO ANSWER	2	2	2

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_(young business executive) would be most apt to smoke?

Asked of all cigarette smokers--48% of total "A" & "C" sample

	Totali cigarette smokers "A" & "C" sample		Analyzed by respondents who are:  Male Female		
Number of respondents	1461 (100%)	1018 (100%) %	443: (100%): %		
CHESTERFIELD	18	17	20:		
LUCKY STRIKE	可存	115	10		
PALL MALL	12	12	12		
WINSTON	9'	10	8.		
PARLIAMENT	9	9.	7		
CAMEL	7	7	6:		
HERBERT TAREYTON	6	6	7		
MARILBORO	6	7	5		
L & M	6	6:	5.		
VICEROY	6°	6	5		
PHILIP MORRIS	5	5.	5		
KEME	3	3,	<b>1</b> 4		
OLD: GOLD	2	2:	i.		
CAVALIER	1	1.	2		
VCGUE.	<del>*</del> :	*	_		
KOOL	-	-	-		
NOVE	*:	★:	1		
DON'T KNOW OR NO ANSWER	8:	9	7		

\*Iess than .5 per cent.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (young business executive) would be most apt to smoke?

Asked of all cigarette smokers--48% of total "A" & "C" sample

·	Total cigarette	Analyze who			
	smokers "A" & "C" sample	Regular size	King size	Filter-	
Number of respondents	1461 (100%)	433 (100%)	426 (100%)	586 (100%)	
	%	%	%	<b>%</b>	
CHESTERFIELD	18	16	23	17	
LUCKY STRIKE	14	21	11	10	
PALL MALL	12	7.	22	9	
WINSTON	9:	8	14.	13:	
PARLIAMENT'	9:	7	10	9	
CAMEL	7	11	5	5	
HERBERT TAREYTON	6.	5	8.	6	
MARLBORO	6	7	5	6:	
L & M	6	8	4	6	
VICEROY	6.	6:	5:	6	
PHILIP MORRIS	5.	7	2	5:	
KENT	3	$\mathcal{I}_{\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!$	2	4	
OLD GOLD:	2	4	1	1	0.0
CAVALIER	1	<del>*</del>	2:	1.	01
VOGUE	*	*	-	-	1753063
KOOL	-	<del>-</del> ·	-	-	30£
NONE	*	-	*	1	نڌ
DON'T KNOW OR NO ANSWER	8:	<b>7</b> .	7	10	

\*Iess than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

list of several difference of these brands would you say a Asked of all cigarette smokers--31. Now here is a list of several different brands guess, which of these brands would you say a

•	Total cigarette smokers "A" & "C" sample	Philip Morris (R & K)	Analyz Marl- boro	zed by Qu	Chester- field (R & K)
Number of respondents	1461 (100%)	48** (100%)	97** (100%)	52** (100%)	205 (100%)
	<b>%</b>	%	<b>%</b>	%	<b>%</b>
CHESTERFIELD	18	15	14	12.	36
LUCKY STRIKE	14	12	4.	15	12
PALL MALL	12	<b>2</b> 5	9:	4.	5
WINSTON	9:	14	6	15	6
PARLIAMENT	9:	8	14	-	6
CAMEL	7	8.	1	27	6
HERBERT TAREYTON	6	-	12	<b>1</b> 4	10
MARILBORO:	6	12	10	8	7
L & M	6	8	3	15	5.
VICEROY	6	-	12	14,	10
PHILIP MORRIS	5	23	8	1.	3
KENT	3	8	6	10	2
OLD GOLD	2	-	-	14.	2
CAVALIER .	1		1	<b>-</b>	100
VOGUE	*	<b>-</b> .	•		\frac{1}{2} - \frac{1}{2}
KOOL	-			-	1753064
NONE	<b>*</b> :	-	-	-	66° *
DON'T KNOW OR NO ANSWER	8	12	5	13	14

\*Less than \*\*Percentages based on less than

Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you had to (young business executive) would be most apt to smoke?

48% of total "A" & "C" sample

respondents: whose present regular brand is:

responden	ts whose p	resent re	gular branc	d is:		
L & M (R & K)	Lucky Strike	Pall Mall	Vicercy	Winston	Other non-filter (R & K)	Other filter (R & K)
145 (100%)	209 (100%)	298 (100%)	146 (100%)	1155 (100%)	47 <del>**</del> (100%)	43** (100%)
%	%	%	96	<b>%</b> :	%	%
20	14	15	15	קע	13	19
10	29	12	8	12:	9.	21
6	9	26	9	8	9	16
6	8	4	13	<b>2</b> 5	4	9
9	7	11.	9	6	13	5:
6	9	6	2	11	9	-
6	6	6	2	5	9	14
10	5:	4	6	2	2	-
14	8	3.	1.	6	<u>1</u> 4.	2
3	3	5	8	<u>1</u> 4.	4.	5
6	4.	2	5.	3	13:	-
14	1	1	3	3	11	2
-	14.	*	1.	2	9	5
1	*	2	1.	1.	<b>-</b>	-
	-:	-	-	-	14	-
-	-:	-	-	-		-
ı		*:	1	-	-	-
12	<b>7</b> :	8	17	6	9:	5

<sup>.5</sup> per cent

some respondents gave more than one answer.

<sup>100</sup> cases are often unreliable.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (young business executive) would be most apt to smoke?

Asked of all cigarette smokers--57% of total Negro "A" & "C" sample

	Total cigarette smokers "A" & "C" sample	Analyze respondent: Male	
Number of respondents	227 (100%)	118 (100%)	109 (100%)
PHILIP MORRIS	% 15	<b>%</b> 19	% 10
PARLIAMENT	11	6	17
HERBERT TAREYTON	11	8	13:
PALL MALL	9	10	8:
WINSTON	9	8:	9:
LUCKY STRIKE	9	8:	9:
CHESTERFIELD	8:	7	10
MARLBORO	7:	8.	6
VICEROY:	7:	7	6
CAMEL	5	7	3
KENT'	2	3	1
L & M	2	1	3
VOGUE	2	3	1 0
C'AVALIER:	1	1	2 1
OLD: GOLD:	ĭ	1	1753066
KOOL	-	-	_ O
NONE	עב	-	2 0
DONI'T KNOW OR NO ANSWER	5	6	5

Note: Percentages add to more than 100% because some respondents gave more than one answer.

1001753067

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_(stenographer) \_\_ would be most apt to smoke?

Asked of all cigarette smokers--48% of total "A" & "C" sample

	Total cigarette smokers "A" & "C"	Analyz respondent	ed by
	sample	Male	Female
Number of respondents	1461° (100%)	1018: (100%)	443: (100%)
	%	<b>%</b>	%
VICEROY	18	17	19
PALL MALL:	17	17	19.
L & M	16	17	15:
WINSTON	12	13	11
CHESTERF IELD	9	9	11
LUCKY STRIKE	6	7	6
MARLBORO	6	6	7
HERBERT TAREYTON	4.	5	2
PHILIP MORRIS	3:	14	2
CAMEL	3:	14	1
PARLIAMENT	<b>2</b> !	3	1
KENT	<b>2</b> 1	2	l
OLD GOLD	1	1	1
VOGUE	1.	1	*
KOOL	1	1	1
CAVALIER	1.	ı	*
NONE	*	*	*
DON'T KNOW OR NO ANSWER	8	8:	<b>7</b> .

\*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

31. Now here is a list of several different brands to guess, which of these brands would you say

Asked of all cigarette smokers--

· ·	Total. cigarette	Anallyzed by Question 6ag			
	smokers "A" & "C" sample	Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	1461 (100%)	48** (100%)	97 <del>**</del> (100%)	52** (100%)	205 (100%)
	%	<b>%</b> :	%	<b>%</b> :	<b>%</b> :
VICEROY	18	117	9:	<b>2</b> 5	15
PALL MALL	17	15	18:	<b>2</b> 3.	22:
L & M	16	12:	20:	8:	20
WINSTON	12	12:	6	12	10.
CHESTERFIELD	9	8:	ווב	4.	14
LUCKY STRIKE	6	14	8	2:	5
MARLBORO	6	6	113	14	10
HERBERT TAREYTON	4.		П	8:	2
PHILIP MORRIS	3	21	ע	-	5:
CAMEL	3	17	5.	2.	2
PARLIAMENT	2	-	2	<b>-</b> ·	2:
KENT	2	8	4.	12	2:
OLD GOLD	1	-	2	4.	10
VOGUE	1	-	-	14	100
KOOL	1	-	-	-	01753068
CAVALIER	1	-	-	14	306
NONE	*	-	-	-	<b>0</b> 0
DON'T' KNOW OR NO ANSWER	8	17	7	17	3

\*\*Percentages based on less than Note: Percentages add to more than 100% because

of cigarettes. (Card shown respondent) If you had a (stenographer) would be most apt to smoke?

48% of total "A" & "C" sample

respondents whose present regular brand is:

responden	ts wnose p	resent re	gular branc	i is:		
L & M (R & K)	Lucky Strike	Pall Mall	Viceroy	Winston	Other non-filter (R & K)	
145 (100%)	209 (100%)	298: (100%)	146 ((100%)	155 (100%)	47** (100%)	43** (100%)
<b>%</b>	%	%	%	%.	%	%
19	19	16	311	12	<b>2</b> 6	9
12	20	18	6	19:	21	7
<b>3</b> 3	15	13	10:	10	23	7
6	18	9	9'	30:	6	12
8	12	9	6	3.	11	9
8	7	10	6	3.	6	_
3	14	6	3	74	2:	19
5:	6	5	5	14.	-	5.
3	3	2 .	2	ī	-	9
3	2.	ı	-	5	-	9:
<b>-</b> :	3	2	3	2	9	5
-:	1	1	-	-	<b>-</b> :	5
1	-	2	1	1.		2
1.	1	1	2	1.	-	, <b>-</b>
1	2	1	1	2	2:	-
2:	-:	-	-	ı	4.	
2:		*:	1	-	•	₽₽.
6	4	7	15:	12	14.	5

<sup>.5</sup> per cent

100 cases are often unreliable.

some respondents gave more than one answer.

31. Now here is a list of several different brands of digarettes. (Card shown respondent) If you had to guess, which of these brands would you say a (stenographer) would be most apt to smoke?

Asked of all cigarette smokers--48% of total "A" & "C" sample:

	Total cigarette	Analyzed by respondents who now smoke:		
	smokers "A" & "C" sample	Regular size cigarettes	King size	Filter- tip
Number of respondents	1461 (100%)	433 (100%)	426 (100%)	586 (100%)
	%	%	%	%_
VICEROY	18	18	18	18
PALL MALL	17	21	18:	13
L & M	16	16	15	17
WINSTON	12	13	10:	13
CHESTERFIELD	9	10	12	7
LUCKY STRIKE	6	6:	8:	<b>6</b>
MARLBORO	6	6	6	6:
HERBERT TAREYTON	14.	14	$\mathcal{L}_{H}$	$\mathcal{I}_{\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!$
PHILIP MORRIS	3:	4	$1_{\rm H}$	2
CAMEL	3	$Y_4$ .	1.	4.
PARLIAMENT	2	3:	2	2
KENT'	2	3:	2	ı
OLD GOLD	1	1	2	1 0
VOGUE	1	1	1	1.
KOOL	1	1	1	1 6
CAVALIER	1	1	-	1 1 1 1 1
NONE	*:	-	*	
DON'T KNOW OR NO ANSWER	81	7	6:	10

\*Iess than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_(stenographer) would be most apt to smoke?

Asked of all cigarette smokers--57% of total Negro "A" & "C" sample

	Totall c1garette smokers "A" & "C"	<b>A</b> naly responden	zed by ts who are:
•	sample	Male	Female
Number of respondents	227 (100%)	118 (100%)	109 <b>(</b> 100%)
	%	<b>%</b> ;	%
VICEROY	22	23	20 -
WINSTON	13	8	17
PHILIP MORRIS	11	14	8
MARLBORO	10	8.	11
PALL MALL	9	9	9
HERBERT TAREYTON	6	<b>ц</b>	8
L: &: M:	5	6	5
KOOL	<u>1</u> 4	5.	14
KENT'	14	3	14
CHESTERF IELD:	3	3	3
PARLIAMENT	3	3	3:
LUCKY STRIKE	2:	3	1
CAMEL	1	3!	
CAVALIER	1	1	1 01
VOGUE	1		2 %
OLD: GOLD: -	<del>*</del> :		1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
NONE	<del>*</del> :	-	1, 2
DON'T KNOW OR NO ANSWER	8	8	8

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of eigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_(star athlete) \_ would be most apt to smoke?

Asked of all cigarette smokers--47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analyz respondent Male	ed by s who are: Female	
Number of respondents	1434 (100%)	100%)	426 (100%)	
	<b>%</b> :	<b>%</b>	<b>%</b> :	
LUCKY STRIKE	19	20	16	
CHESTERFIELD	12	11	15	
CAMEL	10	10	9	
VICEROY	3	<u>1</u>	3	
PALL MALL	3	3-	14	
L & M.	3	3	4	
WINSTON	3	3	2	-
MARLBORO	2	2	2	
KENT	2	1	2	
PHILIP MORRIS	1	2	1	
K00L	1	1	1	
OLD: GOLD	11.	1	ĭ	
HERBERT TAREYTON	*	×	1	001
PARLIAMENT	*	*	*	75
C'AVALIER	*	*		753072
VOGUE	<del>X</del> .	*	-	रें
NONE	314	35	32:	
DON'T KNOW OR NO ANSWER	8	8	8	

\*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Cardishown respondent) If you had to guess, which of these brands would you say a \_\_(star athlete) would be most apt to smoke?

Asked of all cigarette smokers--47% of total "B" & "C" sample

	Total cigarette	Analyzed by respondents who now smoke:			
	smokers "B" & "C" sample	Regular size	King size cigarettes	Filter- tip	
Number of respondents	1434 (100%)	449 (100%)	430 (100%)	541 (100%)	
	%	<b>%</b> .	<b>%</b> :	%	
LUCKY STRIKE	19	23;	15	_ 18	
CHESTERFIELD	12	12	12	12	
CAMEL	10	12:	8	9	
VICEROY	3:	3	Δį.	14	
PALL MALL	3	2:	5.	3	
L & M	3	3.	<b>3</b> :	3	
WINSTON	3	2	5:	2:	
MARLBORO	2	2	1	2	
KENT	2	1.	1	2	
PHILIP MORRIS	1	2	ľ	1	
KOOL	1	2	1	1	
OLD GOLD	1	1	*	1	
HERBERT TAREYTON	*	-	*	<u> </u>	
PARLIAMENT	*	*	*	00;	
CAVALTER	*	-	-	*	
VOGUE	*	-	-	* * * 33 01753073	
NONE	34	33	37	33 33	
DON'T KNOW OR NO ANSWER	8	8	8:	9:	

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of to guess, which of these brands would you say a

Asked of all cigarette smokers--

•	Total cigarette	Analyzed by Question 6a			
	smokers "B" & "C" sample	Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	1434 (100%)	45** (100%)	105 (100%)	64 ** (100%)	201 (100%)
	<b>%</b> :	%	%	<b>%</b>	96
LUCKY STRIKE	119	13	26	13	13
CHESTERFIELD	12	18	11.	9	18
CAMEL	10:	11.	4	20	16
VICEROY	3	-	2	-	1
PALL MALL	3	-	3	-	*
L &: M	3	7+	<b>1</b>	6	2
WINSTON	3.	4.	2		2
MARLBORO	2	-	14:	3:	3
KENT	2	-	2	2	*
PHILIP MORRIS	11.	16	2	-	-
KOOL	11	-	1.	3	1
OLD GOLD	1.	-	3		· ·
HERBERT TAREYTON	*	-	-	-	100
PARLIAMENT	*	-	-		1 37
CAVALIER	*	~.	-	<u></u> ,	75 - ·
VOGUE	*	-	2	-	<del>-</del>
NONE	34	38	35	36	37
DON'T KNOW OR NO ANSWER:	8.	13	5	8	· 8

\*\*Less than \*\*Percentages based on less than Note: Percentages add to more than 100% because

cigarettes. (Card shown respondent) If you had star athlete) would be most apt to smoke?

47% of total "B" & "C" sample

respondents whose present regular brand is:

responden	ts whose p	resent reg	gular brand	i is:		
L & M (R & K)	Incky Strike	Pall Mall	Viceroy	Winston	Other non-filter (R & K)	Other filter (R & K)
105 (1100%)	223 (100%)	304 (100%)	145 (100%)	142 (100%)	42** (100%)	44** (100%)
%	%	%	%	%	%	<b>%</b>
12:	<b>2</b> 9	19.	17	15	12	23
16	7	11	13	8	12	13.
10	9	5	14	11	5	2
2:	4	4.	8	-	14	11
5	4	7	1	2	-	5
7	3	3:	2	14	-	-
	2:	6	2	14.	-	-
1	1	1	1	1	-	5
7	2	2!	1	-	-	•
-	3	<b></b> :	-	1	2	7
2	2	1	-	1	2	-
-	וו	1.	-:	-	5:	-
1.	~	*	-	1	-	7
-	-	*	-:	-	-	-
-	-	•	-	1	-	-
-	-	-			-	<b></b>
27	<b>3</b> 3	<b>3</b> 5	32 <sup>-</sup>	40	38	22
10	8	<b>7</b> .	10	11	10:	5.

<sup>•5</sup> per cent

<sup>100</sup> cases are often unreliable.

some respondents gave more than one answer.

## INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_(star athlete) would be most apt to smoke?

Asked of all cigarette smokers--53% of total Negro "B" & "C" sample

	Total cigarette smokers "B" & "C" sample	Analy: respondent Male	Analyzed by respondents who are: Male Female		
Number of respondents	209 (100%)	129 (100%)	80** (100%)		
	%	%	<b>%</b>		
PHILIP MORRIS	15	16	14		
VICEROY	14	14	15		
WINSTON	8	11	4		
LUCKY STRIKE	8	9	6		
PALL MALL	8	9	6		
CHESTERFIELD	6	6:	6		
KOOL	<b>6</b> :	3	10		
CAMEL	5.	5:	<u>1</u> 4.		
MARLBORO	2	2	<b>3</b> ,		
L & M	2:	3	ı		
KENT	2:	3	1		
PARLIAMENT	1.	1	3		
HERBERT TAREYTON	1	2:	-		
CAVALIER	*	I,	<u>.</u>		
OLD. GOLD:	*	-	1 [0]		
V.OGUE	-	-	- 7		
NONE	19	18	1001753076		
DON'T KNOW OR NO ANSWER	5:	<u>1</u> 4:	8 <b>ਨੋਂ</b>		

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer. Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

Asked of all cigarette smokers---47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C"	Analyzed by respondents who are:		
Number of respondents	1434 (100%)	<u>Male</u> 1008 (100%)	Female 426 (100%)	
	<b>%</b>	<b>%</b>	<b>%</b> .	
PALL MALL	11	12	8	
LUCKY STRIKE	10	10	10	
CHESTERFIELD	9	9	11	
VICEROY	9.	9	10	
WINSTON	7	7	6	
L & M	6:	7	5	
CAMEL	6	6	5	
MARLBORO	4.	4	4	
HERBERT TAREYTON	24	5	4.	
KOOL	3	3	14	
PHILIP MORRIS	3	3.	3	
KENT	3	3	3	
OLD GOLD	2	2	3	
CAVALIER	2	2	1.	
PARLIAMENT	2	2	*	
VOGUE	1	. 2	-	
NONE	6	5.	8	
DON'T KNOW OR NO ANSWER	19	19	18	

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

31. Now here is a list of several different brands of which of these brands would you say \_\_(someone who

Asked of all cigarette smokers--

	Total cigarette smokers "B" & "C" sample	Philip Morris (R & K)	Chester- field (R & K)		
Number of respondents	1434 (100%)	45 <del>**</del> (100%)	105 (100%)	64** (100%)	201 (100%)
	%	%	<b>%</b>	%	<b>%</b>
PALL MALL	11	-	10	17	8
LUCKY STRIKE	10	4	9	8	7
CHESTERFIELD	9	9:	13	8	17
VICEROY	9	4	10	3	10
WINSTON	7	4.	2	3	5
L & M	6	13	3	8	5
CAMEL	6	7	2	19	7
MARLBORO	4	9	12	-	4 .
HERBERT TAREYTON	4	14:	4.	-	5
KOOL:	3;	7	9.	3	3
PHILIP MORRIS	3	7	2	2	6
KENT	3	14	Щ	2	3
OLD GOLD	2:	-	4	3	2
CAVALIER.	2	-	2:	3	* 10
PARLIAMENT	2	14.	-	3	<b>01</b>
VOGUE	1		2:	3	<b>3</b> 2
NONE	6	18	5	11	* 3 2 4
DON'T KNOW OR NO ANSWER	19	13	15	117	16

\*\*Percentages: based on less than.
Note: Percentages add to more than 100% because

47% of total "B" & "C" sample

TCDDOMETED WHOLE DISSELLS ISSUED STATES	respondents	whose	present	regular	brand	is:
-----------------------------------------	-------------	-------	---------	---------	-------	-----

respondent	s whose pres	ent regular	brand is:		Other	Other
L & M (R & K)	Lucky Strike	Pall Mall	Viceroy	Winston	non-filter (R & K)	filter (R & K)
105 (100%)	223 (100%)	304 (100%)	145 (100%)	142 (1100%)	42** (100%)	44** (100%)
%	%	%	<b>%</b> :	%	%	<b>%</b>
10	11	20	4	14	12	5
10	20	8	7	13.	5:	11.
9	5	7	10.	6	14	9.
14	5	7	21	11	19	2
9	4	8:	6:	15	7	9
114	7	9:	3	1	•	7
5	7	2	6	11	5	2:
-	3:	3	ı	1	5.	5:
5	<b>2</b> :	14	6	6:	14	5:
3	4.	2	2	2:	-	2:
1	14	3'	3	1	-	2
-	4	4.	31		-	9
3	2	3.	3	3	-	-
3	3	2:	-	1.	-	2
-	2:	2	<b>~</b> :	-	5.	2
-	2	1.	-	1		5
6	24	5.	8:	5:	12	5:
25	24	17	18	21	21	18

<sup>•5</sup> per cent

<sup>100</sup> cases are often unreliable.

some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say (someone who spends whole time studying) would be most apt to smoke?

Asked of all cigarette smokers--47% of total "B" & "C" sample

	Total cigarette		ed by respon	
	smokers "B" & "C"	Regular size	King	Filter- tip
Number of respondents	1434 (100%)	449 (100%)	430 (100%)	541 (100%)
	<b>%</b> :	%	<b>%</b> .	<b>%</b> =-
PALL MAIL	11	10	17	6
LUCKY STRIKE	10	12	8	10
CHESTERFIELD	9	9	10	9.
VICEROY	9	7	8	11
WINSTON:	7	4.	8	8:
L & M	6	7	8	5
CAMEL	6	8.	14.	6
MARLBORO	4.	3	4.	4.
HERBERT TAREYTON	4.	3	4.	5
KCOL	3	4:	2:	4
PHILIP MORRIS	3	5	3	2
KENT'	3	3	4	2
OLD GOLD	2	2	2	- 3
CAVALIER	2.	2:	1.	1
PARLIAMENT	2	3.	2	* }
Vogue	1	2:	2	1 }
NONE	6	70	5.	* 1 6 7 03 03 03 03 03 03 03 03 03 03 03 03 03
DONN'T KNOW OR NO ANSWER	19	19	18	20: 0

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say (someone who spends whole time studying) would be most apt to smoke?

Asked of all cigarette smokers--53% of Negro "B" & "C" sample

	Total cigarette smokers "B" & "C"		ed by
	sample	Male	Female
Number of respondents	<b>2</b> 09 (110%)	129 (100%)	80 <b>××</b> (100%)
	<b>%</b> ;	<b>%</b> :	%
PHILIP MORRIS	<b>⊐</b> /4	16	10:
PALL MALL	13	1:0:	18
CAMEL	12	12:	11.
VICEROY:	10	9:	10
WINSTON	7	7	8
LUCKY STRIKE	6	7	5
CHESTERFIELD	6	7	5
KOOL	5	5.	14
L & M	14	3	6
OLD GOLD	3:	4.	1
HERBERT TAREYTON	2	1	5
MARLBORO	2!	2	3
CAVALIER	<u>u</u>	2	<b>-</b> -
KENT	11.	1	1
PARLIAMENT	1.	<b>-</b> :	3
VOGUE	*	1.	-
NONE	14	3	5:
DON'T KNOW OR NO ANSWER	14	16	10

\*Less than .5 per cent

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because

some respondents gave more than one answer.

Asked of all cigarette smokers--47% of total "B" & "C" sample

	Total cigarette smokers "B" & "C"		Analyzed by respondents who are:		
	sample	Male	Female		
Number of respondents	1434 (100%)	1008 (100%)	426 (100%)		
	%	<b>%</b>	%		
PALL MALL	21	21	20		
VICEROY	1.8	18	18:		
L & M	12	13	111		
WINSTON	11	12	11		
HERBERT' TAREYTON	8:	10	Ц.		
MA'RLBORO:	7	7	7		
CHESTERFIELD	7	6.	8.		
PARLIAMENT	4	5;	3		
LUCKY STRIKE	2	3.	2		
PHILIP MORRIS	2	2:	2		
KENT	2	2:	1.		
VOGUE	1	1	1.		
CAVALIER	1.	1	1.		
CAMEL	1.	1	1.		
KOOL	<del>X</del> .	*	<del>X</del> ·		
OLD GOLD	*	*	<b>*</b> :-		
NONE	1.	П	2		
DON'T KNOW OR NO ANSWER	10	10	11		

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

1001753082

31. Now here is a list of several different brands of cigarettes.

(Card shown respondent) If you had to guess, which of these brands would you say a \_\_\_\_\_\_\_ (young married woman a couple of \_\_\_\_\_\_\_\_ years out of college) \_\_\_\_\_\_\_ would be most apt to smoke?

Asked of all cigarette smokers--47% of total "B" & "C" sample

	Total cigarette	Analyzed by respondents. who now smoke:			
	smokers "B" & "C" sample	Regular size cigarettes	King size cigarettes	Filter- tip cigarettes	
Number of respondents	1434 (100%)	449 (100%)	430 (100%)	541 (100%)	
	\$	%	%	<b>%</b>	
PALL MALL	21	22	24	17	
VICEROY	18	20	16:	18	
L. &. M	12	11	12:	14	
WINSTON	11.	10	1:1:	13	
HERBERT TAREYTON	8	11	7.	7	
MARLBORO	7	8	5:	7	
CHESTERFIELD	7	7	8	5	
PARLIAMENT	4	14	14.	5:	
LUCKY STRIKE	2	3.	3	1	
PHILIP MORRIS	2:	2	3	1	
KENT	2	2	1	<b>2</b> ;	
VOGUE	1	1.	2	Ü	
CAVALIER	1	1	1	ı	
CAMEL	1.	1	*	1.	
KOOL	*	*:	-	1	
OLD GOLD	*	*:	1	-	
NONE:	1	1	-	2	
DON'T KNOW OR NO ANSWER	10	10	9	11	

\*Less than .5 per cent
Note: Percentages add to more than 100% because some respondents gave more than one answer.

31. Now here is a list of several different brands of cigarettes. these brands would you say a \_\_\_(young married woman a couple

Asked of all cigarette smokers--

Total cigarette Analy:				lyzed by Question 6a:		
	smokers "B" & "C" sample	Philip Morris (R & K)	Marlboro		Chester- field (R & K)	
Number of respondents	1434 (100%)	45** (100%)	105 (100%)	64 <del>**</del> (100%)	(100%)	
	. <b>%</b> .	<b>%</b>	%:	%	_ <b>%</b>	
PALL MALL	21	18	13	23	_ 17	
VICEROY	1:8:	20	18	16	14	
L. & M.	12	14	13	11	13	
WINSTON	11	18	8	9	8	
HERBERT TAREYTON	8:	9	15:	8	7	
MARLBORO:	7	13	18	3	5	
CHESTERFIELD	7	7	7	14	15	
PARLIAMENT	14	<b>-</b> :	9	6.	7	
LUCKY STRIKE	2	-	14.	-	3	
PHILIP MORRIS	2	13:	1	3	5	
KENT	2	-	2	3	3	
VOGUE	1	14	1	2	. 3	
CAVALIER	1	4.	2:	-	<b>*</b> :	
CAMEL	1		-	3	100	
KOOL	*	-	-	-	-	
OLD GOLD	*:		-	-	753	
NONE	1		•	•	1001753084	
DON'T' KNOW OR NO ANSWER	10	7	4	17	6	

\*\*Percentages based on less than Note: Percentages add to more than 100% because

(Card shown respondent) If you had to guess, which of of years out of college) would be most apt to smoke?

47% of total "B" & "C" sample

respondents whose present regular brand is:

L & M (R & K)	Lucky Strike	Pall. Mall	Viceroy	Winston	Other non-filter (R & K)	Other filter (R & K)
105 (100%)	223 (100%)	304 (100%)	145 (100%)	142 (100%)	42** (100%)	144** (100%)
<b>%</b> :	<b>%</b> :	%	46	%	<b>%</b>	<b>%</b> :
18	24	27	16	23	22	111
16	22	16	27	11	26	14
27	10	13	10	11	14	7
7	9.	13:	6	31	5	2.
-	12:	8	5	3	14	<b>2</b> 5
3	10	6	8	3	2	2
10	3	5.	1	14	5	9
-	2	Σ.	7	6	-	-
-	5.	3	-	3!	-	-
1	-	1.	1.	1	-	2
3	3	**	2	ı	-	7
-	-	1	-	-	-	7
2:	1	1	-	-		-
2	*	-	1.	2		-
-	1	_	1	1	•	_
-	1,	1	-	-		-
3	ľ	-	5	-	7	2
12	12	9.	11	13	5	14

<sup>.5</sup> per cent 100 cases are often unreliable.

some respondents gave more than one answer.

#### INTERVIEWS IN NEGRO COLLEGES

31. Now here is a list of several different brands of cigarettes. (Card shown respondent) If you had to guess, which of these brands would you say a \_\_\_ (young married woman a couple of years out of college) would be most apt to smoke?

> Asked of all cigarette smokers--53% of Negro "B" & "C" sample

	Total cigarette smokers "B" & "C" sample		zed by ts who are: Female
Number of respondents	209 (100%)	129 (100%)	80** (100%)
	%	<b>%</b>	8
VICEROY	37	39	35
WINSTON	12:	11	15
PALL MALL	9:	9.	9
PHILIP MORRIS	9:	11.	5
MARLBORO	8:	9	6
PARLIAMENT	7	9	14
HERBERT TAREYTON	6:	5	8
L & M.	5	14.	8
CHESTERFIELD	5	6	3
VOGUE	<b>2</b> !	<u>1</u> 4.	-
KOOL	2:	2	3
KENT	1	1	3 🛌
CAVALIER	וו	2	- 00
LUCKY STRIKE	11	2	- 2
OLD GOLD	*	1	- 3
CAMEL	-	-	1753086
NONE.	3	2	4
DON'T KNOW OR NO ANSWER	6	6	6

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable. Note: Percentages add to more than 100% because

Source: https://www.proudertscamengrastheduouecanswerooo

Asked of all cigarette smokers--47% of total sample

	Total cigarette	Analyzed by respondents who a		
	smokers	Male	Female	
Number of respondents	<b>2</b> 153 <b>(</b> 100%)	1500 (100%)	653 (100%)	
	%	<b>%</b>	%	
MARLBORO	13	13	115	
PARLIAMENT	12	9	19	
PAIL MALL	12	11	14	
LUCKY STRIKE	11	15	14	
PHILIP MORRIS	9'	111	6	
L & M	9'	8:	11	
CHESTERFIELD	6	7	3	
WINSTON	5	5	3	
VICEROY	<b>Į</b> ţi	3	5:	
HERBERT TAREYTON	3	3	14	
VOGUE	3	2	6:	
KENT'	3	3	3:	
CAVALIER	3:	3	1	
CAMEL	2:	3	1	
OLD GOLD	1	2	1!	
KOOL	1	1	*	
DON'T KNOW OR NO ANSWER	5	5.	5	

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

32a. Leaving aside the way they work and just considering their appearance, which one Asked of all cigarette smokers--

			Analy	zed by Qu	estion 6a:
	Total cigarette smokers	Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)
Number of respondents	2153 (100%)	69** (100%)	155 (100%)	83** (100%)	293 (100%)
•	%	%	%:	%	%
MARLBORO	13.	17	4 <u>1</u>	12	8
PARLIAMENT'	12:	12	10	8	11
PALL MAIL	12	3:	6	2	nn -
LUCKY STRIKE	11.	3:	4:	16	9:
PHILIP: MORRIS	9	45	9	12	8
L & M	9	_	6:	8	9
CHESTERFIELD	6	4.	14	111	22
WINSTON	5:	-	1	6	3
VICEROY	4	1	1.	5	1
HERBERT TAREYTON	3	3	1	5	3
VOGUE	3.	-	5	-	3:
KENT	3	6:	2	-	3
CAVALIER	3	3:	1	8	2 2
CAMEL.	2	3	1	5	01
OLD GOLD:	1			2	2 2
KOOL	1	-		-	n 1 753088
DON'T KNOW OR NO ANSWER	5	6.	8	<b>1</b> ;.	<b>∞</b> 6

\*Less than

\*\*Percentages based on less than

Note: Percentages add to more than 100% because

of those brands do you think has the best looking package? (Card shown respondent): 47% of total sample

respondents whose present regular brand is:

2 Cap off Control				Other non	Other		
L & M (R & K)	Lucky Strike	Pall Mall	Viceroy	Winston	Regular size	King size	filter (R & K)
193 (100%)	327 (100%)	442 (100%)	212 (100%)	221 (100%)	40** (100%)	28** (100%)	68** (100%)
%	%	%	<b>%</b> :	%	%	%	1/6
16	6	12	11	14	13	14	- 7
20	9:	10	19	13	5	7	14
7	8.	27	8	7	10:	14	9
3	32	10	3	8	20:	7	9
3	10	9	9	8	5	14	6
26	8	7	9:	9	5	14	3
3	1	4	ı	14	-	7	6
2	4	2	3	119	5	-	3
<b>1</b> i.	4	3	15	2	-	~	ı
14	3.	3	3	5	5	-	15
2	2.	3	4	3	13	4	10
<b>7</b> .	1.	3:	1	4.	-	-	· * 7
6	4	1	2	*	3:	-	1.
	2	2	2	2	10:	7	-
-	1	2:	2:	1	5	-	3:
	1	1.	1	*	-	<del>-</del> .	100
3.	4.	2	8	3'	18	22:	100175

<sup>.5</sup> per cent

<sup>100</sup> cases are often unreliable.

some respondents gave more than one answer.

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (Card shown respondent)

Asked of all cigarette smokers--

	Total cigarette	Ana who				
	smokers		Sophomore	Junior	Senior	
Number of respondents	2153 (100%)	502 (100%)	530 (100%)	571 (100%)	550 (100%)	
•	%	%	%	%	<b>%</b>	
MARLBORO	13	13	12	16		
PARLIAMENT	12	13	11	13	12:	
PALL MALL	12	8	14	11	13	
LUCKY STRIKE	11	14	10	12	9	
PHILIP MORRIS	9	8	10	9	10:	
L & M	9	10	11	7	10:	
CHESTERFIELD	6	14	5	6	7	
WINSTON	5	5	<b>6</b> :	5	3	
VICEROY	14	3	3	4.	4	0.00
HERBERT TAREYTON	3.	3	2:	3;	5	
VOGUE	3	5	3	2:	2	
KENT'	3	3.	3.	3	3	
CAVALIER	3	2	3	3	2	
CAMEL	2	3	2	1	2	
OLD GOLD	1	2	1	2	2	-
KOOL	1	1	1	*	10	
DON'T KNOW OR NO ANSWER	5	6:	4	5	1 6	

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? (Card shown respondent)

Asked of all cigarette smokers-53% of Negro sample

	Totall cigarette smokers	Analyz respondent Male	
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	\$	%	%
PARLIAMENT'	19	18	20
MARLBORO	18	17	20
PHILIP MORRIS	11	14	7
PALL MALL	8	11	3.
VOGUE	8.	6.	10
L & M	7	5:	9
WINSTON	5:	14	6
LUCKY STRIKE	4.	5	3
VICEROY	3	3	4
HERBERT TAREYTON	3	3	3
KENT	3	3	2
CAVALIER	2	2	2
CAMEL	2	3	-
CHESTERFIELD	2:	2	1
OLD GOLD	1	1	1
KOOL	1	<b></b> :	1.
DON'T KNOW OR NO ANSWER	6	4	9

32b. And which has the worst looking package?

Asked of all cigarette smokers--47% of total sample

	Total cigarette smokers	Analyze respondent: Male	
Number of respondents	2153 (100%)	1500 (100%)	653 (100%)
	<b>%</b>	%	%
CAMEL	19	16	<b>2</b> 6
KOOL	12	12	10
PHILIP MORRIS	11	11	10
OLD GOLD	11	11	12
VICEROY:	5:	5	4
HERBERT TAREYTON	4	$\mathcal{L}_{\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!$	14
CAVALIER	3:	14.	2
L & M.	3,	14	1
MARLBORO	3.	3:	2
CHESTERFIELD	3.	3:	2
LUCKY STRIKE	3	2	4
KENT	3	3:	3
WINSTON	2	3:	2
PARLIAMENT'	2	3	2
VOGUE.	2	2:	2
PALL MALL	2	2:	1
DON'T' KNOW OR NO ANSWER	12	12	14

32b. And which has the worst looking package?

Asked of all cigarette smokers--

	Total cigarette	w]	nalyzed by nose college	class is	:
	smokers	Freshman	Sophomore	Junior	Senior
Number of respondents	2153 (100%)	502 (100%)	530 (100%):	571 (10%)	550: (100%)
•	%	<b>%</b>	%.	%	<b>%</b>
CAMEL	19	21	18!	20	_ 17
KOOL	12	12	12:	12	11
PHILIP MORRIS	11	13	10	12	9
OLD GOLD	11	9'	111	11	14
VICEROY	5:	4	5	4.	6
HERBERT' TAREYTON	4.	3	4	6:	2
CAVALIER	3;	2	4	4.	3:
L & M	3	3	3	3	3:
MARLBORO	3.	3	4	3	3:
CHESTERFIELD	3	6:	2	2	3.
LUCKY STRIKE	3	2	3	3	2:
KENT	3	3,	2	2	. · · · ¥.
WINSTON	2	2:	3:	2	3
PARILIAMENT	2	2:	3.	2	2
VOGUE	2	3	2	2	2
PALL MALL	2	3	1	1	2
DON'T KNOW OR NO ANSWER	12	11.	113	12:	14

32b. And which has the Asked of all cigarette smokers--

	Total cigarette smokers	Philip Morris (R & K)	Analyz Marlboro	camel	Che fi	ester- eld & K)
Number of respondents	2153 <b>(</b> 100%)	69** (100%)	155 (100%)	83** (100%)	ב)	293 .00%)
	<b>%</b>	%	ø,	%		<b>%</b>
CAMEL	19	22	22	9		19
KOOL.	12	14	5:	18		13
PHILIP: MORRIS	11	-	8	13		14
OLD GOLD	11.	9:	18	14		8
VICEROY	5.	3	6:	2		3
HERBERT TAREYTON	4	6	7	2		2
CAVALIER:	3:	-	6	2		14
L & M	3	ı	1	7		3
MARLBORO:	3	-	•	1		3
CHESTERF LELD	3	3	6	7		2
LUCKY STRIKE	3	6	-	4.		3:
KENT	3	-	1	2	•	3: "
WINSTON	2	3	3	5:	1-25	3
PARLIAMENT	2	7	3:	ı	00	2
VOGUE	2		<b>~</b> ·	1	17	3
PALL MALL	2	6	ľ	2	753094	2
DON'T KNOW OR NO ANSWER	12:	23	13	10	94	15

\*Less than \*\*Percentages based on less than Note: Percentages add to more than 100% because worst looking package?
47% of total sample

respondents	whose	nresent	regular	brand	is:
TESUCHUELLO	WILLOSE	DICECTIO			

responden	ts whose pre	sent regur	ar brand is	•	Other non	-filter	Other
L & M (R & K)	Lucky Strike	Pall Mall	Viceroy	Winston	Regular size	King size	filter (R & K)
193 (100%)	327 <b>(</b> 100%)	442 (100%)	212: (100%)	221 (100%)	40** (100%)	28** (100%)	68** (100%)
%	%	%	<b>%</b> i	%	%	%	<b>4</b> 6
24	14	17	25	20	17	32	25
7	13	13	9	11.	20	14	15
8	15	11/4	10	9	-	114	8
15	9	11	9	9	20		13:
14	9	5	2	5	10	7	-
3:	3	14	5	5	-	-	
2	6	2	2	14	5	7	5
1.	3	5:	2	4.	-	-	1
2	3	14.	5	5	-	4.	1.
1.	2	3	3	3	8	-	5
4:	1	<u> </u>	1	3	5	7	141
3	2	3	14	4	~		·l
1;	1	14:	ונ	-	5:	-	•
2	3:	2		5	~	-	4.
5	2:	2	3	2	-	4	3
ı	2	*	1	2		-	3. نيز
14	12	7	19	9	10	21	10017

<sup>•5</sup> per cent

<sup>100</sup> cases are often unreliable.

some respondents gave more than one answer.

# INTERVIEWS IN NEGRO COLLEGES

32b. And which has the worst looking package?

Asked of all cigarette smokers-53% of Negro sample

	Total cigarette	Analyzed by respondents who are:		
	smokers	Male	Female	
Number of respondents	319 (100%)	181 (100%)	138 (100%)	
	%	<b>%</b>	%	
CAMEL	19	15	25	
OLD GOLD	17	19	16	
CHESTERFIELD	7	5	9	
KOOL	7	7	6	
HERBERT TAREYTON	14:	5	141	
CAVALIER	14.	5	2	
PHILIP MORRIS	4.	17	3	
LUCKY STRIKE	3	3	3	
MARLBORO	3	4	1	
KENT	3	3	2	
L & M	2	3	1	
WINSTON	1	2	1	
VICEROY	1	2	1	
PALL MALL	1	2	1	
PARLIAMENT	1	1	1	
Vogue:	<b>-</b> :	-	-	
DON'T KNOW OR NO ANSWER.	23	22	24	

Asked of all cigarette smokers--47% of total sample

	Totall cigarette	-	zed by ts:who are:
	smokers	Male	Female
Number of respondents	2153 (100%)	1500: (100%)	653 (100%)
	%	<b>%</b> :	%
MARLBORO KIND	14/14 :	44.	4:5
PARLIAMENT KIND	12	9	18
EITHER KIND OF HARD PACKAG (volunteered)	Æ 5	<b>Ц</b>	6
SOFT PACKAGE	34	38	<b>2</b> 5
DON'T KNOW OR NO ANSWER	5	5.	6

Asked of all cigarette smokers--47% of total sample

	Total cigarette		alyzed by nose college		
	smokers		Sophomore	Junior	Senior
Number of respondents	2153: (100%)	502 (100%)	530 (100%)	571 (100%)	550 (100%)
	<b>%</b> :	%	<b>%</b>	<b>%</b> :	<b>%</b>
MARLBORO KIND	1414	43	46	47	42
PARLIAMENT KIND	12	14:	9:	13	10
EITHER KIND OF HARD PACKAGE (volunteered)	5	6	3	3	7
SOFT PACKAGE	34	31	37	<b>3</b> 3	36
DON'T KNOW OR NO ANSWER	5	6:	<b>5</b> :	14	5

Asked of all cigarette smokers--47% of total sample

Analyzed by respondents who now smoke: Total Filter tip cigarettes: Regular King Parliasize Marlsize cigarette cigarettes cigarettes smokers Other boro ment 624 7\*\* 687 658 2153 155 Number of respondents (100%)(100%)(100%) (100%)(100%)(100%) do d<sub>o</sub> do. % % 45 44 83 41. 39 MARLBORO KIND 29 16 9 11 12 9 29 PARLIAMENT KIND DITHER KIND OF HARD 4 4 42 5 PACKAGE (volunteered) 5 3 41 36 SOFT PACKAGE 34 3 33 6 4 6 DON'T KNOW OR NO ANSWER 5 2

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Asked of all cigarette smokers--53% of Negro sample

	Total cigarette	Anallyz respondent	zed by ts who are:
	smokers	Male	Female
Number of respondents	319 (100%)	181 (100%)	138 (100%)
	<b>%</b> :	%	%
MARLBORO KIND	314	34	36
PARLIAMENT KIND	21	119:	22
EITHER KIND OF HARD PACKAGE (volunteered)	2	3.	1
SOFT PACKAGE	32	38:	23
DON'T KNOW OR NO ANSWER	11.	6	18

Answers of respondents who prefer the Marlboro box-45% of cigarette smokers

Number of respondents	Total 959 (100%)	
	<b>%</b>	
CONVENIENCE, SIZE  Fits better in pocket or purse  Easier to open, close; easier to get at	87° 41	
cigarettes; prefer flip-top opening to slide box opening More compact, smaller, not as wide or bulky Easier, more convenient to carry (no further	31 15	
<pre>information) Easier, more convenient to handle (no further   information) Convenient, more convenient (no further information) Smaller box holds cigarettes in place when fewer Other (convenience, size)</pre>	6 2 on) 1 * 2	
DURABILITY, EFFECTIVENESS  Box doesn't crush; cigarettes don't get crushed Keeps loose tobacco out of purse or pocket. Keeps cigarettes fresher; cigarettes don't dry ou Marlboro box is enough to prevent crushing;  Parliament box too big, breaks easily Other (durability, effectiveness)	17 12 4 1	
MORE: ATTRACTIVE -	<u> </u>	
UNFAMILIAR WITH PARLIAMENT BOX	<u> 1</u>	
ALL OTHER	_3	
DON'T' KNOW OR NO ANSWER.	4.	

\*Less than .5 per cent.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

33b. Why would you prefer the Marlboro kind of box to the Parliament kind of box?

Answers of respondents who prefer the Marlboro box-34% of Negro cigarette smokers

	Total
Number of respondents	110
	%
CONVENIENCE, SIZE  More compact, smaller, not as wide or bulky  Easier to open, close; easier to get at	<u>76</u> 21
cigarettes; prefer flip-top opening to slide box opening Easier, more convenient to handle (no further	20
information)  Fits better in pocket or purse	16 12
Easier, more convenient to carry (no further information)  Convenient, more convenient (no further	5
information) Smaller box: holds cigarettes in place when fewer Other (convenience, size):	3 1 2
DURABILITY, EFFECTIVENESS  Box doesn't crush; cigarettes don't get crushed Keeps loose tobacco out of purse or pocket Keeps cigarettes fresher; cigarettes don't dry our Marlboro box is enough to prevent crushing;  Parliament box too big, breaks easily Other (durability, effectiveness)	13 5 4 4 2
MORE ATTRACTIVE	7
ALL OTHER	<u>'</u> _5
DONI'T KNOW OR NO ANSWER	8:

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753102

1001753103

33b. Why would you prefer the Parliament kind of box to the Marlboro kind of box?

Answers of respondents who prefer the Parliament box--12% of cigarette smokers

	Total
Number of respondents	252 (100%)
	<b>%</b> :
CONVENIENCE, SIZE Flatter and fits better in pocket or	<u>61</u>
purse Easier to open, close; prefer slide box	301
opening to flip-top opening; easier to get at cigarettes. Flatter, more compact, not as bulky or	119
clumsy Other (convenience, size)	1:1 3
APPEARANCE  More distinctive, dignified looking:  More attractive  Other (appearance)	31 17 12 2
DURABILITY, EFFECTIVENESS  Box doesn't crush; cigarettes don't	<u>25</u>
get crushed Sturdier, better box Other (durability, effectiveness)	14 9 4
ALL OTHER	2
DON*T KNOW	6
NO ANSWER	5

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

33b. Why would you prefer the Parliament kind of box to the Marlboro kind of box?

Answers of respondents who prefer the Parliament box-21% of Negro cigarette smokers

	Total	
Number of respondents	66** (100%)	
	%	
APPEARANCE  More distinctive, dignified looking;  More attractive;  Other (appearance):	4 <u>1</u> 18 12 11	
CONVENIENCE, SIZE	<u>36</u>	
Flatter and fits better in pocket or purse	14:	
Easier to open, close; prefer slide be to flip-top opening; easier to get at cigarettes Flatter, more compact, not as bulky	9	
or clumsy Other (convenience, size)	9 6	
DURABILITY, EFFECTIVENESS	20	
Box doesn't crush; cigarettes don't get crushed	14	
Sturdier, better box Other (durability, effectiveness)	5: 3:	10
ALL, OTHER	6	01
DON'T KNOW	<u>_5</u>	75
NO ANSWER	1.	1001753104

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

Analyzed by Question 33a: respondents who, if their

33c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

Asked of cigarette smokers who prefer a hard box to a soft package--61% of cigarette smokers

en en en en en en en en en en en en en e		present b in dif	rand were a	vailable s of
	Total asked this question	The Marlboro kind of	The Parliament kind of hard box	Either
Number of respondents	1309 (100%)	959 (100%)	252 (100%)	98** (100%)
	%	%	%	%
DURABILITY, EFFECTIVENESS	<u>96</u>	<u>96</u>	94	<u>99</u>
Box doesn't crush; cigarettes don't get crushed	82	83	82	<b>7</b> 9
Keeps loose tobacco out of purse or pocket	16	16	16	16
Protects cigarettes; keeps cigarettes better (no further information)	8	8:	6	6:
Keeps cigarettes fresher; cigarettes don't dry out Other (durability, effectiveness)	4 2	14. 2.	3: 3:	9) 2)
CONVENTENCE Easy to open; easy to get cigarettes of Can be closed completely Other (convenience)	out 7 1 3	8 1 3	5 2 * 3	2
ALL OTHER	_1	1	_3	1
DON'T KNOW OR NO ANSWER	_2	2	_3	<b>20</b> ·

\*Less than .5 per cent

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

## INTERVIEWS IN NEGRO COLLEGES

33c. (And) why would you prefer the hard box to the soft package most other eigarettes use?

Asked of cigarette smokers who prefer a hard box to a soft package-57% of Negro cigarette smokers

Analyzed by Question 33a:

		present b in dif	nts who, in rand were a ferent kind would buy	available is of
	Total asked this question	The Marlboro kind of	The Parliament kind of hard box	Either
Number of respondents	183 (100%)	110 (100%)	66** (100%)	7** (100%)
	%	%	%	<b>%</b>
DURABILITY, EFFECTIVENESS	<u>91</u>	<u>93</u>	89	72
Box doesn't crush; cigarettes don't get crushed  Protects cigarettes; keeps cigarettes better (no further information)	72	71	76	43.
	12	15	8	-
Keeps cigarettes fresher; cigarettes don't dry out	9	8	8	29:
Keeps loose tobacco out of purse or pocket Other (durability, effectiveness)	2	1 3	3° 2°	<b></b>
CONVENIENCE Easy to open; easy to get digarettes of Can be closed completely Other (convenience)	out $\frac{7}{3}$ 1 3	6 2 4	9 5 2 2	14 14
ALL OTHER	_3.	3	<u>_3</u>	-
DON'T KNOW OR NO ANSWER	<u>1</u> 4	<u> 4</u>	<u>3'</u> .	001753106
			! !	106

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.
Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

33d. Why would you prefer the soft package to the hard ones?

Asked of cigarette smokers who preferred a soft package to the Marlboro or the Parliament box--34% of cigarette smokers

	Total asked this question
Number of respondents	736 (100%)
	%
CONVENIENCE, SIZE	<u>82</u>
Fits better in pocket, purse, crowded purse;  less bulge in pocket	4 <u>1</u>
Don't have to open it each time; dislike the way the box opens	10
Easier, more convenient to carry (no further information):  More comfortable; hard edges of box poke me Less bulky, prefer the size (no further information be folded, made smaller when fewer cigarett Easier, more convenient to handle; less clumsy Doesn't misshape, tear pockets  Other (convenience, size)	
PREFER USING CIGARETTE CASE; SOFT PACKAGE CAN BE FITTED INTO CIGARETTE CASE	<u>9</u>
JUST USED TO SOFT PACKAGE (NO FURTHER INFORMATION	r): <u>6</u>
BOX TOO FANCY, SNOBBISH, EFFEMINATE, FOREIGN LOOK	ING 2
ALL OTHER	<u>_6</u> ;
DON'T KNOW OR NO ANSWER	3

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

33d. Why would you prefer the soft package to the hard ones?

Asked of cigarette smokers who preferred a soft package to the Marlboro or the Parliament box-32% of Negro cigarette smokers

	Total asked this question	<i>,</i> –
Number of respondents	102 (100%)	
	%	
CONVENIENCE, SIZE  Fits better in pocket, purse, crowded purse;	<u>62</u>	
less bulge in pocket.	19	
Easier, more convenient to handle; less clumsy less bulky, prefer the size (no further	14	
information) Easier, more convenient to carry (no further	11	
information)	9.	
Doesn't misshape, tear pockets  More comfortable; hard edges of box poke me  Don't have to open it each time; dislike the	5: 4	
way the box opens Other (convenience, size)	3: 2:	
JUST USED TO SOFT PACKAGE (NO FURTHER INFORMATION	): <u>1</u> 14	
PREFER USING CIGARETTE CASE; SOFT PACKAGE CAN BE FIFTED INTO CIGARETTE CASE	2:	10
ALL OTHER	18	01
DON'T KNOW	8	753
		1001753108

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

34b. (If "yes") How many did you buy?

Asked of all cigarette smokers--47% of total white sample 53% of total Negro sample

	Total cigarette smokers interviewed in non-Negro colleges	Total cigarette smokers interviewed in Negro colleges
Number of respondents	2153 (100%)	319 (1100%):
	%	<b>%</b>
YES, BOUGHT CIGARETTES YESTERDAY  By the pack  1 pack: 2 packs. 3 - 9 packs Don't know or no answer	62 58 43 9 2	58 55 48 5 •
By the carton	4.	3
1 carton	3	3:
2 cartons	•:	•:
3. or more more cartonis	•	-
Don't know or no answer	1	•
Pack or carton not specified.	*	*
NO, DIDNI'T BUY	<u>38</u>	41
NO: ANSWER:	*:	1

\*Less than .5 per cent

34c. Where did you buy them (cigarettes) -- here on campus or somewhere else? And at what kind of place?

Asked of all cigarette smokers who bought cigarettes yesterday--62% of cigarette smokers

Analyzed by Question 34b: respondents who purchased

		purchased		<del>-</del>	<b>=</b>	
	Total		garettes:			
	asked this	By the	By the			
	question	pack	carton			
		<del></del>	<del></del>			
Number of respondents	<b>1</b> 337	1242	89**			
	(100%)	(100%)	(100%)			
	(=);-7;	();	(			
	<b>%</b> ;	<b>%</b> i:	<b>%</b> :			
Bought cigarettes yesterday:						
ON CAMPUS	51.	53	19			
In cafeteria or restaurant	5 <u>1</u> 14	<u>53</u> 14	6			
In campus store	12	12	<u>19</u> 6 8			
From vending machine in store						
or restaurant	10	11	_			
From vending machine elsewhere		<del></del>				
(dormitory, fraternity, etc.)	11	12	_			
Other	5	5:	7			
0 01101	<i>)</i>	<i>)</i>	ı			
÷ ·						
OFF CAMPUS	49:	47	<u>79</u>			
In cafeteria or restaurant	$\frac{-2}{7}$	<del>- 8</del> -	4 <del>4</del>			
In grocery or supermarket	49 7 9 17	7	34.			
In drugstore	1.7	116	34 28:			
At news-cigar stand or store	14	4	8			
From vending machine	5	6	<b>—</b> .			
Other	5 7	6.	9			
O Unic 1	<b>↓</b> ·	•	<i>)</i> .			
NO ANSWER	1	1.	4.			
	<del></del>					
			) O			
			<u> </u>			

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

34c. Where did you buy them (cigarettes) -- here on campus or somewhere else? And at what kind of place?

Asked of all cigarette smokers who bought cigarettes yesterday-58% of Negro cigarette smokers

Analyzed by Question 34b: respondents who purchased

	Total	purchased their cigarettes:		
	asked this question	By the pack	By the carton	
Number of respondents	186 (100%)	177 (100%)	8** (100%)	
Bought cigarettes yesterday:	%:	d.	Ø.	
ON CAMPUS In cafeteria or restaurant	44,	<u>45</u> 2	13	
In campus store From vending machine in store	22	23	113	
or restaurant From vending machine elsewhere	11 7	11 7	<u>-</u>	
Other	2:	2:	-	
OFF CAMPUS In cafeteria or restaurant In grocery or supermarket In drugstore At news-cigar stand or store From vending machine Other	54 18 24 2 3	52 5 16 25 1 3 2	87 50 - 25 -	
NO ANSWER	3	_3	<b>-</b> · · · ·	

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

Asked of all cigarette smokers who did not buy cigarettes yesterday-- 38% of cigarette smokers

	Total	respondents buy their c	Question 34e: s who usually cigarettes:	
	asked this question	By the pack	By the carton	
Number of respondents	813 (100%)	512 (100%)	263 (100%)	
Buy cigarettes:	<b>%</b>	<b>%</b> .	%	
ON CAMPUS	40 ·	<b>5</b> 5	14	
In cafeteria	<del>40</del> <del>7</del>	<u>55</u> 9 16	1 9	
In campus store	13	16	9	
From vending machine in store or restaurant.	9	14	*	
From vending machine elsewhere (dormitory, fraternity, etc.)	12	16	10	
Other	-	-	-	
		) <del></del>	06	
OFF CAMPUS In cafeteria or restaurant	<u>59</u>	<u>45</u>	86	
In grocery or supermarket	22:	<u>म</u> 8	<del>3</del> 48	
In drugstore	<b>2</b> 3:	23	24	
At news-cigar stand or store	3:	4	2	
From vending machine	59 3 22 23 3 2 6	<u>Ц</u> :	10:	
Other	<b>b</b> :	4	10	
NO ANSWER	_2	2	2	

\*Hess than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753113

### INTERVIEWS IN NEGRO COLLEGES

34d. Where do you most often buy your cigarettes--here on campus, or somewhere else? And at what kind of place?

Asked of all cigarette smokers who did not buy cigarettes yesterday--

	Total	Analyzed by Q respondents buy their c	who usually
•	asked this question	By the pack	By the carton
Number of respondents	130 (100%)	99** (100%)	15 <del>**</del> (100%)
Buy cigarettes:	%	%	<b>%</b>
ON CAMPUS	45	45	<u>13</u>
In cafeteria or restaurant In campus store	28:	<b>2</b> 6	13
From vending machine in store or restaurant	2:	2:	
From vending machine elsewhere (dormitory, fraternity, etc.) Other	14 1	15: 1.	-
OFF CAMPUS In cafeteria or restaurant In grocery or supermarket In drugstore	53 6 18 22	55 8 14 27	74 47 13
At news-cigar stand or store From vending machine Other	2 2	3; 3; 1;	13 - 7
NO ANSWER	2	-	13

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

Asked of all cigarette smokers who did not buy cigarettes yesterday--38% of white cigarette smokers 41% of Negro cigarette smokers

	Total asked this question in non-Negro colleges	Total asked this question in Negro colleges
Number of respondents	813 (100%)	130 (100%)
	%	ď.
BY THE PACK	63	76
BY THE CARTON	32	12
NO ANSWER	5	12

35a. Do you now ever smoke a pipe (as much as once a week)?
and
35b. (If "yes") What brand of tobacco do you usually use?

### Asked of all men--67% of total sample

	Total		respondents
	asked this question	Men's college	Co-ed college
Number of respondents	3072 (100%)	738: (10%)	2334 (10%)
	%	%	%
YES	22	<u>30</u>	<u>19</u>
Kentucky Club	2	1.	2
Edgeworth	1	2	1
Prince Albert	1	1	1
Half & Half	1	2	ı
Holiday	1	1	1
Revelation	1	2	ı
Old Briar	1	2	<del>X</del> :
Bond Street	ı	-	1
Sir Walter Raleigh	1	1	1
Velvet	*	1	*:
Model	*	*	*:
Briggs	*	-	<del>*</del> :
George Washington	*	-	<del>*</del> :
Granger	*	-	<del>X</del> :
Other	12:	17	10
Don't know or no answer	1	1	ı
NO	<u>76</u>	<u>69</u>	<u>78</u>
NO ANSWER	_2:	1	<u>_3</u> ,

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

35a. Do you now ever smoke a pipe (as much as once a week)?
and
35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--67% of total sample

	Total asked this		Analyzed by respondents whose college class is:					
	question		Sophomore	Junior	Senior			
Number of respondents	3072 (100%)	778 (100%)	752 (100%)	772 (100%)	770 (100%)			
	%	%	<b>%</b> :	%	<u> </u>			
YES	22	21	21	23	<u>23</u>			
Kentucky Club	2	1	1	2	2			
Edgeworth	1	1	2:	2	2			
Prince Albert	1	1	1.	1	2			
Half & Half	<b>1</b> i.	2	1.	1	2			
Holiday	1.	1	1.	ונ	1			
Revelation	1.	1	1	1	1			
Old Briar	1.	1	1	1.	*			
Bond Street	1.	1	1	1.	1			
Sir Walter Raleigh	1	•	1	1	1 10			
Velvet	<del>*</del> :	1	-	*	00175311			
Model	*	-	*	1	* 2			
Briggs	*	-	1		* 13			
George Washington	*	-	*		-			
Granger	*	*		-	-			
Other	12	11	10	12	.12			
Don't know or no answer	1	2	2:	1,	. 1			
NO	<u>76</u>	<u>78</u>	<u>76</u>	<u>75</u>	74			
NO ANSWER	_2	1	_3	2:	_3			

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

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35a. Do you now ever smoke a pipe (as much as once a week)?

35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--67% of total sample

L	ere ere	Total	A 1	Analyz	ed by re	spondent:	s whose co	ollege i	s: locate	d in:	
(		asked this question	New Eng- lland	Middle Atlantic	Mast North Central	West North Central	South Atlantic	East South Central		Moun- tain	Pa- cific
1	Number of respondents	3072 (100%)	240 (100%)	324 (100%)	720 (100%)	574 (100%)	32#! (:100%)]	80:** (:100%);	196 (100%)	108 (100%)	506 (100%)
l		\$	%	%	<b>%</b>	\$	<b>%</b> .	<b>%</b> :	%	%	%.
ſ	YES	<u>22</u>	<u>32</u>	<u>35</u>	20	19	<u>31</u>	10	10	7	19
	Kentucky Club	2:	2	2:	2	2	-	-	2 ~	2	*
{ ·	Edgeworth	1.	16.	2:	2	I.	2	-	-	-	1
ſ	Prince Albert	1	. 3.	1	1	3.	1	-	-	-	*
ı.	Half & Half	1	1	2	*	1	14	-	-		*
l	Holiday	1	3	5.	1	1	1	-	1.	-	*:
ſ	Revelation	1	2	5,	1.	-	2	2	÷.	-	1
i .	Old Brian	1	. 1	1	-	1	2	-		2	-
L.	Bond Street	1.	-	ľ	1.	*:		-	-	-	2
[_	Sir Walter Raleigh	ï	1	ı	-:	1	1		<u>-</u> -	-	1.
£:	Velvet:	*	-	-	1	1	1	-:	-	-	-
Ł.	Model	*	-	-	1	*	1	3:	1	-	
	Briggs	*	-	1.	-	-	-		-	-	*
[	George Washington	*:	-	• 1	-	-	-	-	-	-	*
_	Granger	*:	-		-		1	-	-	-	-
L	Other	12	19	19	11	8	14	5.	4.	2:	13
	Don't know or no answer	1,	2	Ę.	11.	1	IJ	-	2:	2	1.
ſ	NO:	<u>76</u>	<u>68</u>	<u>63</u>	<u>77</u>	<u>79</u>	<u>67</u>	90	<u>85</u> :	<u>93</u>	<u>77</u>
1	NO: ANSWER	<u>_2</u> ,	•:	_2	_3	2	_2	-	<u>5</u> :	-	14

\*Less than .5 per cent.

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group: total

because some respondents gave more than one answer.

35a. Do you now ever smoke a pipe (as much as once a week)?

and

35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men-
67% of total sample

Analyzed by respondents whose college has a student population of: Total 4,000 1,000 500 asked this Over to to Under to 8,000 question 8,000 4,000 1,000 500 Number of respondents 3072 1024 11166 694 154 34\*\* (100%)(100%)(100%)(100%) (100%)(100%)ø % % 96 96 YES 22 21 23 24 14 12 Kentucky Club 2 2 2 1 1 Edgeworth 1 1 6 2 1 Prince Albert 1 1 1. 1. Half & Half 1. 1 1 2 Holiday 1 1 1 Revelation 1 1 1 2 Old Brian 1 Bond Street 1 1 1 Sir Walter Raleigh 1 1 Velvet 1 Model 1 Briggs 1 George Washington Granger Other 12 11 12 5 13 Don't know or no answer 1 1 1 1. 1. NO: 76. 76 76 72 82 NO ANSWER 2 \_1

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Sub-totals may add to more than the group total

because some respondents gave more than one answer.

Source: https://www.industrydocuments.ucsi.edu/docs/snk0000

35a. Do you now ever smoke a pipe (as much as once a week)?

and

35b. (If "yes") What brand of tobacco do you usually use?

Asked of all men--50% of Negro sample

	Total asked this question
Number of respondents	298: (100%)
	%
YES	12
Half & Half	3
Model	1
Edgeworth	1
Prince Albert	1
Sir Walter Raleigh	1
Holiday	1
Briggs	1
Bond Street	*
Other	4.
Don. t. know	*-
NO	77
NO ANSWER	11

\*Less than .5 per cent

Note: Sub-totals may add to more than the group total because some respondents gave more than one answer.

36a. Do you have a college radio station?

36b. (If "yes") About how often do you listen to it--almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Asked of all respondents

v		-	d by resp o attend	
	Total sample	Men 's	Women's college	Co-ed
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	
YES, HAVE A COLLEGE RADIO	<b>%</b>	%	%	%
STATION	<u>67</u>	<u>85</u>	<u>28</u>	<u>66</u>
Listen almost daily	8	20	1.	6
Several times a week	6:	12	*	6
Once: a: week	6:	7	1.	5
Less often.	10	12	5	10
Never:	3.7	34	20	39
No answer	*	-	1,	*
NO	<u>33</u> :	<u>15</u>	<u>72</u> 1	34
NO ANSWER	*	_	_	*

<sup>\*</sup>Less than .5 per cent.

36a. Do you have a college radio station? and

36b. (If "yes") About how often do you listen to it--almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Asked of all respondents

<b>in</b> i			Analyz			s: whose: co			d in:	
	Total sample	New Eng- land	Middle: Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central		Pa- cific
Number of respondents	4587 (100%)	362 (100%)	486 (100%)	1103 (100%)	858 (100%)	485 (100%)	120 (100%)	294 (100%)	164 (100%)	715 (100%)
	<b>%</b>	%	96	%	%	%	<b>%</b>	%	%	%:
YES, HAVE A COLLE RADIO STATION	GE 67	82	<u>93</u>	82	<u>65</u> :	<u>53</u>	<u>37</u>	77	_1	47
Listen almost daily	8.	16	12	12	2:	1/2:	2:	8:	-	2
Several times a week	6	12	7	6	6	13	2	6	-	1
Once a week	6	10	5	8:	7	3	1.	6	-	1
Less often	10	15	11	13	11	6	6	8	-	9
Never	37	29	58	43	39	19	26	49	_	33
No answer	*	*	-	<del>X</del> :	<del>X</del> :	*	-	-	1	1
10	<u>33</u>	18	_7	<u>18</u>	34	47	<u>63</u> :	<u>23</u> :	<u>99</u> :	<u>53</u> .
NO ANSWER	*	_	-	*	<u> 1</u>	-		<b></b> :	-	<del>*</del>

# INTERVIEWS IN NEGRO COLLEGES

36a. Do you have a college radio station? and

36b.\*(If "yes") About how often do you listen to it--almost daily, several times a week, about once a week, less often than that or do you never listen to it?

and

36c. Do they have any cigarette advertising in it?

Asked of all respondents.

	Total Negro sample
Number of respondents	599 (100%)
	<b>%</b>
YES, HAVE A COLLEGE RADIO STATION	1
NO:	98
NO: ANSWER	1

<sup>01753122</sup> 

<sup>\*</sup>Answers to Questions 36b and 36c in the Negro sample are not shown because only 3 respondents answered yes in Question 36a.

Asked of respondents who listen to their college radio station-- 29% of total sample

	Total	Analyzed by respondents who attend a:				
	asked this question	Men's college	Women's college	Co-ed college		
Number of respondents	1353 (100%)	376 (100%)	19** (100%)	958 (100%)		
	<b>%</b>	<b>%</b> :	<b>%</b> :	%		
YES:	37	78:	52:	21		
NO	28	4.	5	38		
DON'T' KNOW	31	14	3 <b>2</b> :	37		
NO ANSWER	4	4	11.	4.		

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

36c. Do they have any digarette advertising on it?

Asked of respondents who listen to their college radio station-- 29% of total sample

	Total	Analyzed by respondents whose college is located in:								
	asked this question	New England	Middle: Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Pacific	
Number of respondents	1353 (100%)	192 (100%)	168 (100%)	425 (100%)	221 (100%)	163 (100%)	13** (100%)	81** (100%)	90** (100%)	
	<b>%</b>	%	%	%	<b>%</b>	<b>%</b>	%	<b>%</b>	%	
YES	37	80	32	<b>3</b> 3:	<b>2</b> 2:	38	-	23:	28	
NO	28	2	25	39	24.	45:	15	21	22	
DON'T KNOW	31	17	35	25	<b>1</b> ;14.	15	85	52:	149	
no answer	4	1	8:	3	10	2		<b>1</b> 4.	l	

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Asked of all respondents:

		•	d by resp o attend	
	Total sample	Men's		Co-ed
Number of respondents	4587 (100%)	738 (100%):	276 (100%)	3573 (100%)
	%	<b>%</b> .	%	%
REGULARLY	82	85	86	81
ONLY OCCASIONALLY	15:	13.	113:	16
PRACTICALLY NEVER	3:	2∙	<b>1</b> :.	3
NO ANSWER	*	<b>*</b> :	-	*

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Asked of all respondents

			Analyze	ed by res	spondents	s whose co	ollege is	locate	d in:	
	Total sample	New Eng- land	Middle Atlantic	East: North Central	West North Central	South Atlantic	Fast South Central	West South Central		Pa- cific
Number of respondents	4587 (100%)	362 (1100%)	486 (100%)	1103	858 (100%)	485 (100%)	120 (100%)	294 (100%)	164 (100%)	715 (100%)
	%	<b>%</b> :	<b>%</b> .	%	%	%	%	%	%	<b>%</b>
REGULARLY	82:	83.	76	80	88	87	69.	81	83	81
ONLY OCCASIONALLY	15	14	22	15.	11	12	23	18	17	16
PRACTICALLY NEVER	3	3	2	5:	1	1	8:	1	<del>-</del> .	3
NO ANSWER	*	_	_	×	<del>×</del> :	<u></u>	<b>-</b>	<b>50</b>	<b></b>	* . (ma) :

### INTERVIEWS IN NEGRO COLLEGES

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Asked of all respondents

	Total Negro sample
Number of respondents	599 (10%)
	%
REGULARLY	71
ONLY OCCASIONALLY	20:
PRACTICALLY NEVER	8:
NO ANSWER	1.

37b. Do they have any cigarette advertising in it?

Asked of respondents who read their college newspaper -- 97% of total sample

	Total	-	ed by respo ho attend a	
	asked this question	Men's college	Women's college	Co-ed college
Number of respondents	4461 (100%)	720 (100%)	273 (100%)	3468 (100%)
	%	%	<b>%</b>	<b>%</b> :
YES THEY HAVE CIGARETTE ADVERTISING	87	96	60	87;
NO: THEY DO NOT HAVE CIGARETTE ADVERTISING	8	1	34	8.
DON'T KNOW OR NO ANSWER	5:	3	6	5.

Asked of respondents who read their college newspaper--97% of total sample

		· ·	
		Analyzed by whose college	e newspaper:
	Total asked this question	Carries the Max Shulman column	Does not carry the Max Shulman column
Number of respondents	4461 (100%)	2927 (100%)	1534 (100%)
	<b>%</b>	<b>%</b>	%
YES, THEY HAVE CIGARETTE ADVERTISING	87	94.	7/4
NO, THEY DO NOT HAVE CIGARETTE. ADVERTISING	8:	1	23
DON'T KNOW OR NO ANSWER	5	<b>5</b> 1	3

37b. Do they have any cigarette advertising in it?

Asked of respondents who read their college newspaper --- 97% of total sample

		Analyzed by respondents whose college newspaper:			
	Total asked this question	Carries Marlboro advertising	Does not carry Marlboro advertising		
Number of respondents	4461 (100%)	3057 (10%)	1404 (100%)		
	<b>9</b> ,	%	%		
YES, THEY HAVE CIGARETTE ADVERTISING	87	94	71		
NO, THEY DO NOT HAVE CIGARETTE ADVERTISING	8	1	25		
DON'T KNOW OR NO ANSWER	<b>5</b> :	<b>5</b> :	14		

37b. Do they have any digarette advertising in it?

Asked of respondents who read their college newspaper-97% of total sample

		Total		Analyze			whose co	ollege i	s locate	d in:	
	•	asked this	New Eng-	Middle	East North	West North	South	East South	West	Vous	De
_							Atlantic	Central.	South Central	Moun- tain	Pa- cific
Number of respondents	4461 (100%)	351 (100%)	474	1048	848 (100%)	481 (100%):	111 (100%)	291 (100%)	164 (100%)	693 (100%)	
	YES THEY HAVE CIGARETTE	%	<b>%</b>	%	<b>%</b>	<b>%</b> :	%	<b>%</b>	<b>%</b> .	%	%:
stell "	ADVERTISING -	87	90	90	94	91.	64	97	93	94	<b>7</b> 8:
	NO THEY DO NOT HAVE: CIGARETTE ADVERTISING	8	6	5 <sup>;</sup>	2	5	33:	-	1	11	15
1	DON'T KNOW OR NO ANSWER	5	4.	5	14	4	3:	3	6	<b>5</b> :	7

### INTERVIEWS IN NEGRO: COLLEGES

376. Do they have any cigarette advertising in it?

Asked of respondents who read their college newspaper--91% of Negro sample:

	Total asked this question
Number of respondents	545 (100%)
	%
YES THEY HAVE CIGARETTE ADVERTISING	58
NO THEY DO NOT HAVE CIGARETTE ADVERTISING	29
DON'T KNOW OR NO ANSWER	13

37c. Do they carry a column by Max Shulman in it?

Asked of respondents who read their college newspaper--97% of total sample

en.	Total	Analyzed by respondents who attend a:				
	asked this question	Men's college	Women's college	Co-ed college		
Number of respondents	4461 (100 <b>%</b> )	720 (100%)	273 (100 <b>%</b> )	3468 (100 <del>%</del> )		
	<b>%</b>	<b>%</b>	<b>%</b>	··· <b>%</b>		
YES, CARRY A COLUMN BY MAX SHULMAN	53	44.	15	58:		
NO, DO NOT CARRY A COLUMN BY MAX SHULMAN	23	33	67	18		
DON'T KNOW OR NO ANSWER	24	23	18	24		

37c. Do they carry a column by Max Shulman in it?

Asked of respondents who read their college newspaper-97% of total sample

•		Analyzed by respondents whose college newspaper			
	Total asked this question	Carries the Max Shulman column	Does not carry the Max Shulman column		
Number of respondents	4461 (100%)	2927 (100%)	1534 (100%)		
	<b>%</b>	<b>%</b>	<b>%</b>		
YES, CARRY A COLUMN BY MAX SHULMAN	53	75	111		
NO, DO NOT CARRY A COLUMN BY MAX SHULMAN	23	3	62		
DON'T KNOW OR NO ANSWER	24	<b>22</b> :	27		

# INTERVIEWS IN NEGRO COLLEGES

37c. Do they carry a column by Max Shulman in it?

Asked of respondents who read their college newspaper--91% of Negro sample

	Total asked this question
Number of respondents	545 (100%)
	%
YES, CARRY A COLUMN BY MAX SHULMAN	21
NO, DO NOT CARRY A COLUMN BY MAX SHULMAN	46
DON'T KNOW OR NO ANSWER	33

37d. How do you feel about the column--do you like it, dislike it, or feel sort of so-so about it?

Asked of respondents who say their college newspaper carries a column by Max Shulman--52% of total sample

	Total	Analyzed by respondents who attend a:					
	asked this question	Men's college	Women's college	Co-ed college			
Number of respondents	2374 (100%)	320 (100%)	40** (100%)	2014 (100%)			
	%	<b>%</b>	%	<b>%</b> .			
LIKE:	64	55	€2	66			
DISLEKE	<u>1</u> 4	14	5	4			
FEEL SO-SO	19	26	27	18			
NEVER READ (volunteered)	10	1і3.	3	10			
DON "T KNOW OR NO ANSWER	3:	2	3	.2			

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<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

37d. How do you feel about the column--do you like it, dislike it, or feel sort of so-so about it?

Asked of respondents who say their college newspaper carries a column by Max Shulman--52% of total sample

Nicosh are a di	Total asked this question	Eng-	Middle At-	East North	west North Central	South At-	East South	West South	Moun-	
Number of respondents	2374 (100%)	216 (100%)	301 )(100%)	623 (100%)	403: (100%)	55** (100%)	69** (100%)	184 (100%)	130 (100%)	393 (100%)
	<b>%</b> .	%	%	%	%	%	%	%	%:	<b>%</b>
LIKE	64	52	6°0:	66	69	601	511	63	70	68
DISLIKE	$\mathcal{L}_{\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!\!$	7	5	3	3		1:0:	10:	2	14.
FEEL SO-SO	19	27	17	119	119	25	28:	17	11.	15
NEVER READ (volunteered)	10	13	14	9	8:	1/1	111	9	11.	11
DONIT KNOW OR NO. ANSWER	3	1	<u>L</u> .	3	1	4		1	6	2

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

#### INTERVIEWS IN NEGRO COLLEGES

37d. How do you feel about the column--do you like it, dislike it, or feel sort of so-so about it?

Asked of respondents who say their college newspaper carries a column by Max Shulman--19% of Negro sample

	Total asked this question
Number of respondents	1114 (100%)
	%
TIKE	64
DISLIKE	2
FEEL SO-SO	21
NEVER READ (volunteered)	9:
DON'T KNOW OR NO ANSWER	4

37e. Why don't you like it (Max Shulman column)?

Asked of respondents who "dislike" or "feel so-so" about Shulman column--23% of respondents who say college paper carries the column

	Total		yzed by respondents who attend a:			
	asked this question	Men's college	Women's college	Co-ed		
Number of respondents	546 (100%)	96** (100%)	13** (100%)	437 (100%)		
	<b>%</b> :	%	<b>%</b> :	%		
NOT FUNNY; CORNY; DISLIKE HIS HUMOR	20	29	15	18:		
HASN'T IMPRESSED, INTERESTED ME VERY MUCH	16	8'	31	<b>ച</b> ፖ		
FEEL IT IS SILLY, RIDICULOUS, SENSELES	SS: 15	15	15:	16		
HARDLY EVER READ IT (NO FURTHER INFORMATION)	9	17	8	7		
BECAUSE OF THE ADVERTISING IN IT; TOO MUCH ADVERTISING	7	<b>4</b> .	-	8.		
UNFAIR; DUBIOUS METHOD OF ADVERTISING	5	<b>4</b> .	8	5.		
TOO LONG	5.	2	8	6		
TOO REPETITIOUS; SAME: "LINE" ALL THE	TIME 5	113.	31	3		
LIKE SOME COLUMNS, DISLIKE OTHERS (NO FURTHER INFORMATION)	5:	8:	8	141		
ALL OTHER	8	6	15:	9		
DON'T' KNOW	8:	<u>)</u> 1	-	9 100		
NO ANSWER	6	2	<b>-</b> -	00175		

<sup>\*\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

37e. Why don't you like it (Max Shulman column)?

Asked of respondents who "dislike" or "feel so-so" about Shulman column--23% of respondents who say college paper carries the column

Analyzed by respondents whose college is located in:

	Total asked this question	New England	Middle Atlantic	East North Central	West North Central		Mountain and Pacific
Number of respondents	546 (100%)	72** (100%)	67** (100%)	138 (100%)	88** (100%)	89** (100%)	92** (100%)
W	%	%	<b>%</b>	%	%	96	%
NOT FUNNY; CORNY; DISLIKE: HIS HUMOR:	20	35	19	16	23.	13	17.
HASN'T IMPRESSED, INTERESTE ME VERY MUCH:	n 16	14	16	9'	18:	16	23
FEEL IT IS SILLY, RIDICULOUS SENSELESS	5, 15	15	34	16	14	8	10
HARDLY EVER READ IT (NO FURTHER INFORMATION)	9.	7	6	9	9	12	8:
BECAUSE OF THE ADVERTISING IN IT; TOO MUCH ADVERTISI	ng 7	3	3	7	3	12:	13
UNFAIR; DUBIOUS METHOD OF ADVERTISING	5	14.	3	8	-	8.	7
TOO LONG	5	1	7	5	10	2	4
TOO REPETITIOUS; SAME: "LINE ALL THE TIME:	" 5	21	3	14:	_	6	
LIKE: SOME COLUMNS:, DISLIKE OTHERS: (NO FURTHER INFORMATION):	5	7	<u>1</u> 4.	7	1		<b>l</b> i.
ALL OTHER	9: 8:	1 14.		11	11	8	7
·	_	•	7			_	
DON'T KNOW	8	3	7	9	10	10	8
NO ANSWER	6	3		4	111	4 1	10

\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

## INTERVIEWS IN NEGRO COLLEGES

37e. Why don't you like it (Max Shulman column)?

Asked of respondents who "dislike" or "feel so-so" about Shulman column--23% of Negro respondents who say college paper carries the column

	asked this question
Number of respondents	26** (100%)
	%
HASN'T IMPRESSED, INTERESTED ME VERY MUCH	46
NOT FUNNY; CORNY; DESLIKE HIS HUMOR	12
LIKE SOME COLUMNS, DISLIKE OTHERS (NO FURTHER INFORMATION)	12
UNFAIR; DUBIOUS METHOD OF ADVERTISING	14
BECAUSE OF THE ADVERTISING IN IT; TOO MUCH ADVERTISING	14
ALL OTHER	8
DON'T KNOW	19

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\*\*Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because:

some respondents gave more than one answer.

Asked of respondents who expressed an opinion about the Shulman column--87% of respondents who say college paper carries the column

	Total		ed by respo who attend	
	asked this question	Men's college	Women's college	Co-ed college
Number of respondents	2077 (100%)	272 (100%)	38** (100%)	1767 (100%)
	%	%	%	%
"CIGARETTES" (DIDN'T KNOW . BRAND)	5	8	13	5
PHILIP MORRIS	83	79	74	84
OTHER CIGARETTES	6	7	13	5
OTHER PRODUCTS	*	1	-	*
DON'T KNOW OR NO ANSWER	6.	5.	-	6

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<sup>\*</sup>Less than .5 per cent \*\*Percentages based on less than 100 cases are often unreliable.

37f. Have you noticed what product Max Shulman promotes?

Asked of respondents who expressed an opinion about the Shulman column-87% of respondents who say college paper carries the column:

	Total		Analyze	ed by res	spondents				ted in	5
	asked	New	Middle	East	West	South At-	East South	West South	Moun-	Pa-
	this question	Eng-	At- lantic	North Central	North Central					
Number of respondents	2077	184	248	552 (100%)	367	47** (100%)	61**	166	108	344
	%:	<b>%</b> :	%	<b>%</b>	<b>%</b>	%	<b>%</b>	<b>%</b> .	%	%
"CIGARETTES" (DIDN'I KNOW BRAND)	5	10:	6	6	2	2:	7	3	<b>2</b> !	6
PHILIP MORRIS	83:	79	88	84	78	76	79	87	90	84
OTHER CIGARETTES	6	7:	14:	5	8	13	3	5:	4	5
OTHER: PRODUCTS	*:	1	-	-	1	-	-	-	-	-
DON'T KNOW OR NOANSWER	6	3:	2	5	11.	9	11.	5	<b>Ц</b> ,	5

\*Less than .5 per cent
\*\*Percentages based on less than 100 cases are often unreliable.

### INTERVIEWS IN NEGRO COLLEGES

37f. Have you noticed what product Max Shulman promotes?

Asked of respondents who expressed an opinion about the Shulman column-87% of Negro respondents who say college paper carries the column

	Total asked this question
Number of respondents	99** (100%)
	96
"CIGARETTES" (DIDN'T KNOW BRAND)	21
PHILIP MORRIS	56
MARLBORO	1
OTHER CIGARETTES:	10
DON'T KNOW OR NO ANSWER	12:

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

		Analyzed by respondents who are:									
		Male a	and who	se col	lege cla	ass is:	Female	and w	пове со	ollege	class is:
	Total		Fresh-	_				Fresh-			-
* Marsh a sa a Al	sample	Total	man	omore	<u>Junior</u>	Senior	Total	man	omore	Junior	Senior
Number of respondents	4587 (100%)	3072 (10%)	778 (100%)	752 (100%)	772 )(100%):	770 (100%)	1515 (10%)	383 (100%)	377 (100%)	378 (100%)	3:77 (100%)
	%	%	%	%	%	%	%	%	%	%	%
DAILY	59	59	58	61	57	58	59	66	59	60	53:
SEVERAL TIMES A WEEK	20	20	22	20	21	19	19:	17	21	18	20:
ABOUT ONCE A: WEEK	8	8:	8	6:	8:	9	8:	8	7	7	8:
LESS OFTEN THAN ONCE A WEEK	9.	9	9	8	110:	<b>8</b> :	91	6	8	9	12:
TIA TA TOI	4.	14	3	- 5 <sup>1</sup>	4.	6	5	3	5.	6:	7
NO ANSWER	*	*	*:	-	<b>.</b>	<del></del> 1	*	-	_		<b>*</b>

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

		_	d by resp o attend	
	Total sample	Men s	Women's college	Co-ed
Number of respondents	4587 (100%)	738 (100%)	276 (100%)	
	<b>%</b> .	%	%	%
DAILY	59 <sup>-</sup>	50	61	60
SEVERAL TIMES A WEEK	20	<b>2</b> 6	17	19
ABOUT ONCE A WEEK	8	9	6	8
LESS OFTEN THAN ONCE A WEEK	9	111	10	8
NOT AT ALL	4.	4.	6	5
NO: ANSWER	*	_	<b>-</b> .	*

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio) -- almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

	Total Negro sample
Number of respondents	599 (100%)
	<b>%</b> :
DAILY	66
SEVERAL TIMES A WEEK	15
ABOUT' ONCE A: WEEK	7
LESS OFTEN THAN ONCE A WEEK	12
NOT AT ALL	*
NO ANSWER	*

Asked of respondents who listen to the radio as often as once a week--86% of total sample

	Total	Analyzed by respondents who attend a:					
	asked this questilon	Men's collegé	Women's	Co-ed			
Number of respondents	3966 (100%)	628 (100%):	230 (100%)	3108 (100%)			
	<b>%</b>	<b>%</b> .	<b>%</b>	%			
POPULAR: AND DANCE MUSIC:	66:	63:	75	65			
CLASSICAL MUSIC	42	46	64	39			
NEWS BROADCASTS	34	33	49:	3:3			
SPORTS EVENTS	29	39	9:	<b>2</b> 9			
WEATHER REPORTS	11	8	22	11			
OLD FAMILIAR MUSIC	10:	10	117	9			
VARIETY PROGRAMS:	5.	6	4	5			
DISCUSSIONS OF PUBLIC ISSU	ES 5	7	6	4.			
SERIOUS PLAYS	5	14:	7:	5:			
STRAIGHT COMEDY PROGRAMS	4	4.	1	14			
LIGHT PLAYS	<b>ц</b> ;	3	4.	14			
RELIGIOUS PROGRAMS	2	1	*	2:- "			
QUIZ: PROGRAMS:	2	1	3	2:			
DOCUMENTARIES	2	<b>2</b> :	<b>*</b> :	2:			
SERIAL DRAMAS	1	2.	1	1			
NONE	*	-	-	*			
DON; T KNOW OR NO ANSWER.	*	-	-	<del>*</del> :			

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

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38b. Here is a list of different kinds of programs. Would you look through the list and tell me which one or two kinds of radio programs you like the best?

Asked of respondents who listen to the radio as often as once a week--86% of total sample

	Total	<del></del>		A	nalyzed	by resi	ondent	s who a	are:		
	asked this	Male a	and whos	se col	lege cla	ass is:	Female	and wh	nose co	ollege	class is:
<b>-</b>	question	Total		_	Junior	Senior	Total	Fresh-		Junior	Senior
Number of				02001 0		<u> </u>	10041	III.	OMOT C	<del>o</del> dinion	benion
respondents	3966 (100%)	2664 (100%)	682 (100%)	660 (100%)		658 (1100%)	1302 (100%)	349 (100%)	327 (100%)	323 (100%)	303 (100%)
POPULAR AND DANCE	<b>%</b>	%	%	%	%	%	%	<b>%</b>	%	%	%
MUSIC	66:	63	69	<b>6</b> 8	63:	52	70	77	7.7	69	56
CLASSICAL MUSIC	42	38	36	35	3:7	43:	49:	44.	4.5	48	60
NEWS BROADCASTS	34	35	30	32	35	41	34	24	3:3	41	39
SPORTS EVENTS	<b>2</b> 9	39	37	41	42	37	8:	8	8.	6.	9.
WEATHER REPORTS	11	10	8	9	10	111	15	12	13	18	17
OLD FAMILIAR MUSIC	C 10	9:	8	8	7	112	12	14	13	10	13:
VARIETY PROGRAMS	5	5	6	5:	14.	5	5	7	5:	14.	<u>Y</u> .
DISCUSSIONS OF PUBLIC ISSUES	5;	5	5	5	6	5	14:	3	14.	5,	7.
SERIOUS PLAYS	5	3.	3	3	4	14	<b>7</b> :	6	7	6	8:
STRAIGHT COMEDY PROGRAMS	4.	5	7	6:	14	3	2	3	3	1	1.
LIGHT PLAYS	4	3	2	3	4	2	5	6	5	5	5
RELIGIOUS PROGRAMS	5: 2	2	2	2:	2	2	2	γ <sup>†</sup>	2	2	1
QUIZ PROGRAMS	2	2	3	2	1	1.	3	4	1	3	2
DOCUMENTARIES	2	2	21	2:	2	14.	1	*	1	*	1.
SERIAL DRAMAS	1.	1	1.	-	1.	1.	1	1	1	11.	10
NONE	*	*	*:	-	-	-	-	-	-	-	015
DON'T KNOW OR NO ANSWER	*	<b>*</b> :	*	-	*	*	*	<del>*</del> :		*	001753149
	Note:	Perce some	*Iles entages respond	add to	n .5 per o more t gave mor	han 100	% beca	use swer.			49

Source: https://www.industrydocuments.ucsf.edu/docs/jshk0000

38b. Here is a list of different kinds of programs. Would you look through the list and tell me which one or two kinds of radio programs you like the best?

Asked of respondents who listen to the radio as often as once a week--87% of Negro sample

	Total asked this question
Number of respondents	522 (100%)
	%
POPULAR AND DANCE MUSIC	56
NEWS BROADCASTS	<b>3</b> 5:
SPORTS EVENTS	26
CLASSICAL MUSIC	20:
VARIETY PROGRAMS	16
WEATHER REPORTS	16
QUIZ PROGRAMS	14
SERIOUS PLAYS	9
DISCUSSIONS OF PUBLIC ISSUES	8
RELIGIOUS: PROGRAMS	7
STRAIGHT COMEDY PROGRAMS	6
SERIAL DRAMAS	4.
OLD FAMILIAR MUSIC	3
LIGHT PLAYS	3
DOCUMENTARIES	11.
NONE	*

\*Less than .5 per cent
Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Asked of respondents who listen to the radio as often as once a week--86% of total sample:

Analyzed by respondents who are: Total Male and whose college class is: Female and whose college class is: asked this Fresh-Sopho-Fresh- Sophomore Junior Senior question Total Total man more Junior Senior Number of respondents (100%) (100%) (100%) (100%) (100%) (100%) (100%) (100%) (100%) (100%) (100%): \$ % % % % \$ % % \$ \$ \$ Morning BEFORE 8 7 **-** 9 9 **-** 10 11 -Ц. 3 3 2 10 - 11 11 - 12 3.2 3. Afternoon 12 - 1 8 4. 1 - 2 2: - 3: 3 - 4 4 - 5 5 - 6 9. 14: ıù, 9. 23. Evening 6 - 7 7 - 8 8 - 9 30. 23. 36 48 38 36 47 9 - 10 46 AFTER 10 Listens: IN THE MORNING 41 IN THE AFTER-NOON IN THE EVENING 78 

Note: Percentages add to more than 100% because some respondents gave more than one answer.

38c. At what hours do you usually listen to the radio?

Asked of respondents who listen to the radio as often as once a week--86% of total sample

	Total	wh	d by resp	
	asked this question	Men's college	Women's college	Co-ed college
Number of respondents	3966	628	230	3108
	(100%)	(100%)	(100%)	(100%)
Manustana	%	g <sub>o</sub>	96	of c
Morning BEFORE 8: 8: - 9 9: - 10 10: - 11 11: - 12	32	18	40	34
	10	6	17	10
	3	2	3	3
	2	2	3	2
	2	1	3	2
Afternoon  12 - 1  1 - 2  2 - 3  3 - 4  4 - 5  5 - 6	6	5	5	7
	6	6	7	7
	11	10	10	11
	16	10	13	17
	20	13	21	21
	18	15	18	19
Evening 6 - 7 7 - 8 8 - 9 9 - 10 AFTER 10	21	20	20	21
	28	28:	27	28
	31	38:	31	29
	35	39:	38	3 <sup>1</sup> 4
	47	56:	66	44
Listens:  IN THE MORNING IN THE AFTERNOON IN THE EVENING	41	25.	5 <sup>4</sup>	43,
	40:	33:	37	42,
	78:	83:	91	76

Note: Percentages add to more than 100% because some respondents gave more than one answer.

38c. At what hours do you usually listen to the radio?

Asked of respondents who listen to the radio as often as once a week--87% of Negro sample

	Total asked this question
Number of respondents	522 (100%)
<b>V</b> 10	<b>%</b>
Morning BEFORE 8 8 - 9 9 - 10 10 - 11 11 - 12	41 7 4 3
Afternoon  12 - 1  1 - 2  2 - 3  3 - 4  4 - 5  5 - 6	7 7 9 12 15 13
Evening 6 - 7 7 - 8 8 - 9 9 - 10 AFTER 10	21 24 27 35 37
Listens: IN THE MORNING IN THE AFTERNOON	5⊒ 40:

Note: Percentages add to more than 100% because some respondents gave more than one answer.

IN THE EVENING

39a. About how often have you been watching television during this past winter and spring--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

Analyzed by respondents who are: Male and whose college class is: Female and whose college class is: Total Fresh-Soph-Fresh-Sophsample Total man omore Junior Senior Total man omore Junior Senior Number of respondents 383. (100%) (100%)(100%) (100%)(100%) (100%) (100%) (100%) (100%) (100%) % of. % % % DAILY 14. 11. SEVERAL TIMES A WEEK 25: ABOUT ONCE A WEEK 15: LESS OFTEN THAN ONCE A WEEK 23. NOT AT ALL 20. NO ANSWER 

Asked of all respondents

•			d by resp o attend	
	Total sample	Men's college	Women's	Co-ed
Number of respondents	4587 (100%)	738 (100%)	276 (1100%)	3573 (100%)
	<b>%</b>	<b>%</b> :	<b>%</b>	%
DAILY	14	9:	3,	16:
SEVERAL TIMES A WEEK	25	23	6	27
ABOUT ONCE A WEEK	18	15	12	19
LESS OFTEN THAN ONCE A WEEK	26	32	47	23
NOT AT ALL	16	19	32	14:
NO ANSWER	1	2	*	11.

## INTERVIEWS IN NEGRO COLLEGES

39a. About how often have you been watching television during this past winter and spring--almost daily, several times a week, about once a week, less often than that, or not at all?

Asked of all respondents

	Total Negros sampl
Number of respondents	599 (100%
	<b>%</b> i
DAILY	17
SEVERAL TIMES A WEEK	25
ABOUT ONCE A WEEK	18
LESS OFTEN THAN ONCE A WEEK	25
NOT AT ALL	9
NO ANSWER	6

39b. Here is a list of different kinds of programs. Would you look through the list  $\frac{1}{2} \frac{1}{2}  

Asked of respondents who watch television as often as once a week--57% of total sample

	Analyzed by respondents who are:										
	ssked				lege cla	iss is:				ollege o	lass is:
er i de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la companya d	this		Fresh-		Tuesday	Cantan		Fresh-	-	Junior	Conion
Number of	uestion.	TOTAL	man	omore	Junior	Sentor	TOTAL	IIIAII	ощоге.	Junion	<u>pentor</u>
respondents	2637	1912	466	476	502	468	725	170	172	198	185
	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
A diam	%.	%.	<u>,,</u> %.	%	≸.	%	%	%	%	%	<b>%</b>
VARIETY PROGRAMS	35	35	37	33:	37	31	36	32	<b>3</b> 8	39	36
SPORTS EVENTS	34	43	42	<b>3</b> 9	501	43.	9:	14	8	6:	11
SERIOUS PLAYS	31	<b>2</b> 5	23	26	24	26	47	41	42	55·	49:
MOVIES	25	<b>2</b> 5	26	26	24	24	23	27	26:	22	18
LIGHT PLAYS	23	. 19	20	18	17	20	3,4	40	36	33	29
STRAIGHT COMEDY PROGRAMS	21.	23	23	21	24	22	15	18	17	13	12
QUIZ PROGRAMS	13	12	12	15	10	10	17	18	17	15	19
NEWS BROADCASTS	10	10	7	8.	12	12	9	5	8	12	11
DOCUMENTARIES	8:	9	8	8	9	11	7	5	5	9	8
DISCUSSIONS OF PUBLIC ISSUES	5	5	<b>L</b> .	Ц.	8:	6	6	<b>1</b> 4	5.	7.	6
POPULAR AND DANCE MUSIC	5.	ij.	7	5	3!	3:	6	8	- 5.	6	6 <sup>.</sup>
SERIAL DRAMAS	4	3	3:	Ц.	2:	3	5.	5	. 6	Ц.	7
CLASSICAL MUSIC	3	2	2:	2:	2:	3	4.	2	3	5:	跂.
WEATHER: PROGRAMS	2	2	2.	1	3	3	1.	1	1	2	2
RELIGIOUS PROGRAMS	ı ı	1	2	-	*	1	2	2	1	1	3:
OLD FAMILIAR MUSIC	. *	*	-	*	-	1	1	1	1	1	1
NONE	*	-	-	-	-	-	*	1	-		-:
DON'T KNOW	*	*	-	*	*	-	*	-		1	-
NO ANSWER	6:	6	<b>1</b> φ	7.	5:	7.	5	6	6:	4	5

\*Iess than .5 per cent.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

39b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best?

Asked of respondents who watch television as often as once a week--57% of total sample

	Total		d by respondence attend a		
	asked this question.	Men's college	Women's college	Co-ed college	
Number of respondents	2637 (100%)	346 (100%)	57** (100%)	2234 (100%)	**
	%	%	<b>%</b>	%	
VARIETY PROGRAMS	<b>3</b> 5	27	37	36	
SPORTS EVENTS	34	47	18	32	
SERIOUS PLAYS	31	30	63	30	
MOVIES	25	29	32	24	
LIGHT PLAYS: .	23	18	35	23	•
STRAIGHT COMEDY PROGRAMS	21	22:	14	21	
QUIZ PROGRAMS	13	14	25:	13	
NEWS BROADCASTS	10	9:	18	10	
DOCUMENTARIES	8	8:	11	8	
DISCUSSIONS OF PUBLIC ISSUES	5	8:	2	5	-
POPULAR AND DANCE MUSIC	5	3	Ĭ <sub>4</sub>	5	
SERIAL DRAMAS	4.	2	5	4.	
CLASSICAL MUSIC	3	3	2	3	
WEATHER PROGRAMS	2	1.	-	2:	ŀ
RELIGIOUS PROGRAMS	1	1.	-	1	7
OLD FAMILIAR MUSIC	*.	1	-	*	ا ا
NONE	*	-	-	*	H
DON'T KNOW	*	-	••	*	Q
NO ANSWER	6	6	5:	6	

39b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best?

Asked of respondents who watch television as often as once a week--60% of Negro sample

	Total asked this question
Number of respondents	357 (100%)
	%
VARIETY PROGRAMS	33
SPORTS EVENTS	32
SERIOUS PLAYS	30
MOVIES	3,0
QUIZ PROGRAMS	23
NEWS BROADCASTS	13
STRAIGHT COMEDY PROGRAMS	13
SERIAL DRAMAS	12
LIGHT PLAYS	11
DISCUSSIONS OF PUBLIC ISSUES	9
POPULAR AND DANCE MUSIC	6:
WEATHER PROGRAMS	5
DOCUMENTARIES	4.
RELIGIOUS PROGRAMS	14.
CLASSICAL MUSIC	3.
OLD FAMILIAR MUSIC	*
NO ANSWER	6

\*Less than .5 per cent

Note: Percentages add to more than 100% because
some respondents gave more than one answer.

Thanks between the way to be a first

a cath ta Millian

Asked of respondents who watch television as often as once a week--37% of total sample i kujan ku dhara i 🖰 i kuliya i shk

	Analyzed by respondents who are:											
	Total		and whos	e colle	ege clas	ss is:	Female	and who	se coll	lege cla	ass is:	
	asked this		Fresh-					Fresh-				
	question	Total	man	more	Junior	Senior	Total	man	more.	Junior	Senior	
Number of			1.00	11-0		1.00				• • •		
respondents:	2637	1912	466	476	502	468	725	170	172:	198	185	
	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	
	%	*	%	%	%	*	*	<b>%</b>	<b>%</b>	*	_ ≱. I	-
Morning			•		•						. 1	
BEFORE 8	1	1	1	*	1. *	• .	1	1	1	~ 1	1	
8 - 9	1	1. 1	1 2	*	*	-	1	-	1	2	1 -	
91 - 10 101 - 11	1	1. 1	2 1	1 1	*	1	* 1j.	î	 	ī	i	
10 - 11	1	1	1	ı.	1	*	<b>₩</b>	1	_		1.	
11 - 14	1	1	1	1	1.	^	•	_	_	-	<b>.</b>	
Afternoon											1	
12:-1	1	2	2	*	2	3.	1	1	_	IJ	1.	
1 - 2	3	14	4.	3	3:	5	1	2	1	2	1	,
2 - 3	7	8:	8!	6:	9	10	3:	4:	3	$1_{\rm P}$	- 4	ļ
3 - 4	7 6	8	8:	6		9	5.	2	5	7	h.	L.
41 - 5	6	6	6	6	7	6:	6	4	5	8	5	li
5 - 6	5	5.	4.	6	4.	7	6.	3	4	9	6	
Evening											_	
6 - 7	19	21	22	19	18	24	16	16	15	20	112	
7 - 8	48	48	45	44	49	51	48	50	52	42	50:	Ľ
8 - 9	64	61	64	56	62	62	73	74	72	70	77	
9 - 10	59	57	58	52	61	59	63	56	67	64	65	
AFTER 10	40	42	39	39:	47	43	36	29:	35	37	42	L.
	-		-			-	<b>U</b>	•	-,	٥.		<b>.</b>
							-					
•											•	
											3	,
Votabook												L
Watches: IN THE MOR	NING 2	2:	2	2	11.	1	2	3	2:	2	4 -	
IN THE AFT		<u>~</u>	4	ح	11.	1	۷	٥	<b>~</b> :	۷.	* 1	
NOON	15:	<b>1</b> 5:	14:	14	16	18	12	13	9:	16	10: 1	L
In The Eve		95i	96:	92	96:	96	96°	98 98	95.	<b>9</b> 5	97	_
241 THO: 154151	H211G 39.	2.)	30	24	20	<i>&gt;</i> •	50	<i>3</i> 0	20	3.7	21	
											•	L
						per cent					1	ı
	1	Note:	Percent			re: than 1		ause				L

some respondents gave more than one answer.

39c. At what hours do you usually watch television?

Asked of respondents who watch television as often as once a week--57% of total sample

	Total.		d by resp o attend	
	asked this question	Men's college	Women's college	Co-ed college
Number of respondents	2637	346	57**	2234
	(100%)	(100%)	(100%)	(100%)
Manusina	%	%	%	<b>%</b> :
Morning BEFORE 8 8 - 9 9 - 10 10 - 11 11 - 12	1	1	-	1
	1	1	2:	1
	1	-	-	1
	1	-	-	1
Afternoon  12 - 1  1 - 2  2 - 3  3 - 4  4 - 5  5 - 6	1. 3 7 7 6 5	2 10 10 6 6 8	- - 2 5 4	2 3 6 7 6 5
Evening 6 - 7 7 - 8 8 - 9 9 - 10 AFTER 10	19	12:	7	21
	48	29:	21	51
	64	59:	72	65
	59	61:	82	58
	40	51:	54	38
Watches: IN THE MORNING IN THE AFTERNOON IN THE EVENING	2	1	2	2
	15	16	5	15
	95	97	96	95

<sup>\*\*</sup>Percentages based on less than 100 cases are often unreliable.

Note: Percentages add to more than 100% because some respondents gave more than one answer.

39c. At what hours do you usually watch television?

Asked of respondents who watch television as often as once a week--60% of Negro sample

	Total asked this question
Number of respondents	357 (100%)
Morning	<b>%</b>
BEFORE 8 8 - 9 11 - 12	1 1 1
Afternoon 12 - 1 1 - 2 2 - 3 3 - 4 4 - 5 5 - 6	4 5 7 6 7 8
Evening 6 - 7 7 - 8 8 - 9 9 - 10 AFTER 10	21 43 53 51 38
Watches: IN THE MORNING IN THE AFTERNOON	 22:

Note: Percentages add to more than 100% because some respondents gave more than one answer.

IN THE EVENING

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (coffee, tea, milk) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

			nalyzed by	Question 2a	: respond	ents who ar	re.:
•			Male and ar	re:	F	are:	
•				Not			Not
:	Total		Cigarette	cigarette		Cigarette	cigarette
<b>L</b>	sample	Total	smokers	smokers	Total	smokers	
_	<del></del>						_bmoner b
Number of respondents	4587	3072	1500	11572	<b>1</b> 515	653	862
	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)
	( 20.0 / 0 / .	( ±0.0 / ).	(,100,00)	(100%)	(1006)	(.100,6).	CIOODI
	%	96	<b>%</b> ;	<b>%</b> .	96	%	- <b>%</b>
a. Coffee		·	,	•	,	<b>,</b>	. ,,,
SEVERAL TIMES DAIL	Y 39	38	54	22	43	60	<b>2</b> 9
ONCE A DAY	23	23	23	23	22	17	25
SEVERAL TIMES A WEI		9	-8	11.	7	6	9
ONCE A WEEK	5	5	3	8	1		ブー
LESS OFTEN	5	5	) )		6	3	5
NEVER NEVER	19		3	7		4,	7
NO ANSWER	<b>→</b> 9	20 *	9 *	29	18	10	<b>2</b> 5
NO ANDWER.	*	**	*	<del>X</del> :	*	-	<del>*</del>
!							
b. Tea							
SEVERAL TIMES DAILY	r 6	5	5.	5	- 8	7	9
ONCE A DAY	1:3:	12	10	1.4	15.	13	16
SEVERAL TIMES A WEE		11	10	12	14	14	15
ONCE A WEEK	111.	111	10	11	12	12	
LESS OFTEN	21	21	22	20			13
NEVER	36	40	42		21	21	21
DON'T KNOW OR	20	40.	42	38	30:	33	<b>2</b> 6
NO ANSWER	٦	<del>*</del> ·	,				
NO ANDMEN	1.	*	1	*	*		<b>★</b> :
c. Milk							
SEVERAL TIMES DAILY	7 6'5	60	6.		- 4		_
	•	69.	61	7.7	56	50	61
ONCE A DAY	21	18	23	14	25	28	22:
SEVERAL TIMES A WEE		5	5	14	6	7 ⊆	6:
ONCE A WEEK	2	2	3	2		2 ⊆	2
LESS OFTEN	2	2	3	1.	2 3 8	4, 1	વ:
NEVER:	5:	4	5	2:	<u>ĕ</u>	7249	3
DON "T KNOW OR			-			01753163 -a49 -	
NO ANSWER	*	*:	*	_	<b>¥</b> .	_ <u> </u>	*
							- Y
							). ).
						•	

\*Less than .5 per cent

(continued)

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (highball or cocktail, beer) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

		A	nalyzed by	Question 2s	: respond	ents who ar	re:
			Male and ar	'e :	F	emale and a	are:
	Total sample	Total	Cigarette smokers	Not cigarette smokers	Total	Cigarette smokers	Not cigarette smokers
Number of respondents	4587 (100%)	3072 (100%)	1500 (100%)	1572 (100%)	1515 (100%)	653 (100%)	862 (100%)
a = = = = = = = = = = = = = = = = = = =	%	<b>%</b>	<b>%</b>	%	<b>%</b> :	<b>%</b>	<b>%</b>
d. Highball or cockta SEVERAL TIMES DAIL		*	*	<del>*</del> :	_	_	
ONCE A DAY SEVERAL TIMES A WE	1 EK 10:	2 12	3: 15:	1 8	* 6	10	3
ONCE A WEEK LESS OFTEN NEVER	19: 35 35	19: 34 33:	24 37 20:	113 33 45	20 35 39	29: 41. 19:	13 30 54
DON'T'KNOW OR NO ANSWER	*	*	1.	*	*:	-	*
e. Beer SEVERAL TIMES DAIL ONCE A DAY SEVERAL TIMES A WE ONCE A WEEK LESS OFTEN NEVER. DON'T' KNOW OR	3	2 4 - 25 21 23 24	2 5 33 26 21 12	2 3 17 16 25 36	* 6 14 24 56	* 11 22 30 36	- * 2 8 19 71
NO ANSWER	*	1.	1.	1	*:	-	*

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (coffee, tea, milk) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

				y Question 2			
	Total Negros sample	Total	Male and an Cigarette smokers	Not: cigarette smokers	Total	'emale and Cigarette smokers	Not cigarette smokers
Number of respondents	599 (100%)	298 (100%)	181 (100%)	117 (100%)	301 (100%)	138 (100%)	163 (100%)
<b>7</b> 00	<b>%</b> :	<b>%</b> :	<b>%</b> :	<b>%</b>	96	%	- %
a. Coffee SEVERAL TIMES DAIL ONCE A DAY SEVERAL TIMES A WE ONCE A WEEK LESS OFTEN NEVER	30	9 29 14 5 12 31	12 32 14 5 10 26	3; 25; 13; 6; 15; 38;	6 30 9 4 13 37	7 41 9 5 12 25	5 22 9 4 14 46
DON'T KNOW OR NO ANSWER	1	*	1	-	1	1	-
b. Tea SEVERAL TIMES DAIL ONCE A DAY SEVERAL TIMES A WE ONCE A WEEK LESS OFTEN NEVER DON'T KNOW OR NO ANSWER	18	1 19 18 9 25 28	1 16 15 9 25 33	1. 22 23 9 26 19	2° 17 22 9 28 21	2 17 22 12 22 23	2 17 21 7 32 20
c. Milk. SEVERAL TIMES DAIL ONCE A DAY SEVERAL TIMES A WE ONCE A WEEK. LESS OFTEN NEVER. DON'T KNOW OR NO ANSWER.	50	23: 53 14 11 4 5	22: 55: 113: 11 3: 5:	24 51 15 1 5 4	22 48 11 2 8 8	25 43 11 2 9 9	1001753165

\*Less than .5 per cent.

(continued)

40. Now this is all except for a couple of questions on beverages. Roughly, about how often do you drink (highball or cocktail, beer) around this time of year--more than once a day, once a day, several times a week, once a week, less often than that, or never?

Asked of all respondents

tal gro mple Total		Not	Total	Cigarette smokers	Not
599: 298: 00%) (100%)	181 (100%)	117 (100%)	301. (100%)	138 (100%)	163 (100%)
% %	<b>%</b> :	%	%	%	<b>%</b>
* * 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2 14 30 33 20	1 - 5 20 37 37 -	3 10 41 44 2	7 14 46 30	1 7 35 56
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	2 3 22 26 29 17	11 3 12 16 29 39	7 11 25 56	- 13 18 31 37	- 2 5 20 72
	gro mple Total  599 298  00%) (100%)  * *  1 1  7 10  18 26  37 35  27 2  1 1  1 3  13 18  16 23  27 29	Male and a   Cigarette	Male and are:   Not	Male and are:   F	Total Smokers Smokers Total Smokers Smokers Total Smokers Smokers Total Smokers Smokers Total Smokers Smokers Total Smokers Smokers Total Smokers Smokers Total Smokers Smokers Total Smokers Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers Total Smokers

PISTRIBUTION (O. RESPONDENTS

	Total sample	Total cigarette smokers	Philip Morris (R & K)	Marlboro	Analyze Camel	d by Ques Chester- field (R & K)	L & M (R & K)
Number of respondents	4587 (100%)	2153 (100%)	69** (100%)	155 (100%)	83** (100%)	293 (100%)	193 (100%)
Con	%	%	%	%	%	<b>%</b>	<b>%</b> :
Sex Male Female	67° 33°	70: 30:	90: 10:	63) 37	87 13	78 22	52 48
Under 16 16 17 18 19 20 21 22 - 24 25 or over	** 1 14 21 20 18 17 8	- 1 13 19 21 18 19 9	- 10 22 19 26 14 9	23 15 24 23 11 4	1 2 12 13 23 21 28	1 13 17 25 18 17 9	1 14 18 22 18 17 10
New England Middle Atlantic East North Central West North Central South Atlantic East South Central West South Central Mountain or Pacific No answer	5 14 21 20 9 4 6 17 5	6 16 21 20 9 3 5 14	13 14 23 16 3 - 3 19	10 34 10 12 4 3 4 13 10	17 22: 20: 5 2 7 22: 5	4 20 18 20 9 3 5 11	8 18 23 15 5 2 4 22 3
Class Freshman Sophomore Junior Senior	25 25 25 25	23 25 27 25	29: 28: 30: 13.	19 27 29 25	12 24 39 25	22. 21. 29. 28.	22 24 24 30
Where student lives  Dormitory Fraternity or sorority Own home Other No answer	39 13 34 14 *	36 14 34 15	39 9 23 29	44 13 34 8 1	13 3 59 23 2	35 15 36 13	42 12 35 10 1

\*Less than \*\*Percentages based on less than

responde	nts whose	present re	gular bra	nd is:	##1+ am	Other		Total non-
Lucky Strike	Pall Mall	Viceroy	Winston	Other non- Regular size	King size	filiter (R & K)	Don't know	cigarette smokers
327 (100%)	442 (100%)	212 (100%)	221 (100%)	40** (100%)	28** (100%)	68** _(100%)	22** (100%)	2434 (100%)
<b>%</b> :	%	%	%	%	%	<b>%</b>	%	%
91 9:	71 29	40 60	63° 37°	90 10	71 29	50 50	73 27	65 35
- 1.	_	<b></b> :	<u>-</u> -	<b>-</b>		<del>-</del>	<b>-</b> .	*
14 18 21 16 23	1 10 21 19 17 23 9	14 25 20 16 18 7	12: 21: 24: 15: 14: 13:	5 10 15 27 28 10	28: 7: 11: 29: 25:	14 16 18 19 18 12 10 3	32 9 23 13 14 9	2 15 22 19 19 16 7
5 14 26 18 9 3 4 19	5 16 23 20 8 4 6 12	3 9 19 25 3 6 9 19 7	6: 8: 22: 31 19: 4: 3: 5: 2:	15 28 20 5 12 8 12	7 25 11 18 21 -	6 17 20 15 12 9 - 9	18 23 23 9 27 -	14 12 21 20 10 4 6 19
28 25 24 23	18 28 25 29	25 23: 30: 22:	29 27 25: 19	20 15 33 32	14 36 11 39	32: 16: 22: 30:	<sup>1</sup> 41 1 <sup>1</sup> 4 9 36	27 25 23 25
33 17 31 18	36 19 30 15	36 16 35 12 1	39 11 35 15	35 20 17 28	22 14 50 14	41 13 38 6 2	46: - 36: 18:	1001753170

.5 per cent. 100 cases are often unreliable.

(continued)

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					Analyze	d by Ques	
	Total sample	Total cigarette smokers	Philip Morris (R & K)	Marlboro	Camel	Chester- field (R & K)	L & M (R & K)
Number of respondents	4587 (100%)	2153 (100%)	69** (100%)	155 (100%)	83** (100%)	293 (100%)	193 (100%)
	<b>%</b>	ø,	%	%	<b>%</b>	<b>%</b> :	<b>%</b>
Belongs to sorority or fraternity	39	40:	46:	37	40	47	37
Not a member No answer	57: 4	56 4	5 <sup>4</sup>	57 6	58 2	48 5	58: 5
MO SURMET		<b>T</b>		Ü	<u></u>		
Marital status Married	10	11.	14	8	36	7	10
Not married	89	89	96	92	64	92	- 89
No answer	1	<del>*</del> :	-	-		1	1
Size of place where							
<pre>student lives Over 1,000,000</pre>	19	20	28	25	30	24	21
500,000 - 1,000,000	19	19	10	19	28	26	22
100,000 - 500,000	15	15: -:0:	14	14	10	12	1:3.
25,000 - 100,000	18	18	16: 20:	20 11	6 16	17° 15	18: 18:
2,500 - 25,000 Under 2,500 or rural	19 8	119: 7	29: 3:	8	8	5:	7
No answer	2	2.	-	3	2	ĺ	i.
Location of college							
New England	8	8	10:	13	-	8	13
Middle Atlantic	11	13	17	35	13	16	10
East North Central	24	26	28	11/4	25	24	26
West North Central	19	19	17 6	9: 6:	21	21 11	14 11
South Atlantic East South Central	11 3	10 2	-	2:	7	3	1
West South Central		6	3		6	6	
Mountain	6 3'	3	3 4	5 3 13	9	2	3 6 16
Pacific	15	13	15	13	19	9:	<b>1</b> 6
Size of college						) }	16 37 29 22 10 21
Over 8,000	34	35	38	37	45	33	37
4,000 - 8,000	33	34	30	32	33	40 (	29
1,000 - 4,000 500 - 1,000	24. 7	24	22: 110:	21 9	20 -	21.	22:
Under 500	2	5 2:	-	1	2'	5 1	2
Type of college							
Men's college	16	19	26	17	14	24	16
Women!'s college Co-ed college	6	6	1.	15 68	86	3° 73°	1 <sup>1</sup> 4 70
oo-ea. correge.	78	<b>7</b> 5	<b>7</b> 3	00:	QQ:	12:	10

\*Less than

\*\*Percentages based on less than

responde	nts whose	present re	egular bra					Total
Lucky Strike	Pall Mall	Viceroy	Winston	Other non Regular size	King size	Other filter (R & K)	Don't know	non- cigarette smokers
327 (100%)	442 (100%)	212 (100%)	221 (100%)	40** (100%)	28** (100%)	68** _(100%)	22** (100%)	2434 (100%)
%	%	<b>%</b>	%	%	%	%	%	%
36 61 3	45 50 5	46 51 3	30 <sup>-</sup> 65 5	38° 50° 12°	64 36:	29 69 2	9 86 5	37 59 4
8 90 2	12 88	6 94. *	14 86 -	100	21 79' -	113. 87 <sup>.</sup>	9 91 -	9 90 1
21 12 20 19 23 4 1	16 18 16 17 19 8	24 23 14 13 18 5	14 17 15 20 21 11 2	5 22 28 22 18	29 4 32 14 14 7	7 25 13 28 22 2	41 9 5 18 27	17 19 15 18 20 9
5 9 32 14 11 3 6 2 18	8 10 27 23 10 2 7 2	3 7 25 22 5 3 11 4 20	12 6 25 26 17 2 2	15 23 15 10 15 7 10 5	7 25 21 18 - - 7 22	10 15 38 10 7 6 2	18 37 27 9 9	7 9 22 19 11 3 7 4
37 36 21 4 2	34 37 26 2	35 31 26 5 3	32 24 34 7 3	25i 50i 23i 2	43 32 25 ~	40 31 22 7	9 36 32 9 14	1001 <b>753172</b>
24 1 <b>7</b> 5	19 4 77	3 7 90	21 13 66	35 2 63	7 - 93	9 10 81	45 9 46	31 14 80

.5 per cent 100 cases are often unreliable.

## DISTRIBUTION OF RESPONDENTS

	Total Negro sample	Total cigarette smokers	Total non-cigarette smokers
Number of respondents	599 (100%)	319 (100%):	280 (100%)
G.	<b>%</b>	<b>%</b>	<b>%</b>
Sex: Male: Female:	50 50	57° 43°	42 58
Age 16 17	<del>×</del> ։ Նկ	*: 3:	* 5.
18 19 20	11 19 21	11 16 18	11 22 24
21 22 - 24 25 or over Not recorded	18 20 7 *	21 24 7 *	14 17: 7 *
Location of Student's Home:	2:	2	•
New England Middle Atlantic East North Central	3: 8: 6 1	3 11 7	5 5
West North Central South Atlantic East South Central	1 53 8	2: 52: 9	2 5 5 1 55 6
West South Central Mountain or Pacific Not recorded	116: 2 3:	9 13 1 2	19 2 5
Class:		<b>.</b> V	0/
Freshman Sophomore Junior Senior	25 25 26 24	24 22 30 24	26 28 21 0 25
Where Student Lives:			17
Dormitory Fraternity or sorority	63 * 22	65 * <b>2</b> 0	61 531
Own home Other No answer	1 <sup>1</sup> 4 1.	14 1	13 2

## INTERVIEWS IN NEGRO COLLEGES

## DISTRIBUTION OF RESPONDENTS

	Total Negro sample	Total cigarette smokers	Total non-cigarette smokers
Number of respondents	599	319	280
	(100%)	(100%)	(100%)
	46	<b>%</b>	%
Belongs to sorority or fraternity	29	36	22
Not a member	69:	62	76
Not recorded	2	2	2
Marital Status:  Married  Not married  Not recorded	6	7°	5
	91	89°	93
	3	4,	2
Size of Place Where Student Lives  Over 1,000,000  500,000 - 1,000,000  100,000 - 500,000  25,000 - 100,000  2,500 - 25,000  Under 2,500 or rural  Not recorded	3 19 10 35 20 10	14 16 12 39 19 7 3	2 23 8 30 22 12 3
Location of College: South Atlantic East South Central West South Central	67	67	67
	16	20	12
	17	13	<b>2</b> 1
Size of College: 1,000 - 8,000 500 - 1,000 Under 500	59 33' 8	52 39 9	65: 27: 8:
Type of College:  Men's college Women's college Co-ed college	81	111	5
	81	9:	7
	84	80:	88

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